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JULY 3 - 1934

THE Publishers' Weekly

The American Book TRADE JOURNAL

VOL. CXXV

JUNE 30, 1934

NO. 26

Surprises and Certainties

A three-alarm fire couldn't stir up more excitement on Murray Hill than this new publication list of ours. It's one of the best we've ever offered. In January we listed one following as surprises: STARS FELL ON ALABAMA, THE UNFORGOTTEN MERRIMAN, FINNLEY PRISONER, MAGNUS holds even more good news. Look it over.

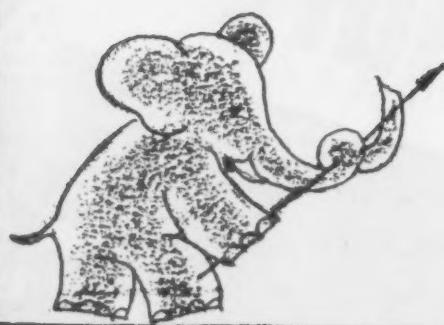
Farrar and Rinehart



SEE THE NEXT 15 PAGES

The Golden Spike

by
FLOYD DELL



One of the best studies of young love and marriage since **THE BRIARY BUSH**. Mr. Dell tells the story of Jeffrey Claymore, adventurous tramp printer and journalist from the days of Sam Clemens and Eugene Field . . . of his first love and first marriage, of his divorce, and of the parallel stories of his second marriage and that of his divorced wife. **THE GOLDEN SPIKE** represents money and what it does to people. Two of the characters are grandsons of **DIANA STAIR**. \$2.50 SEPT. 17

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial office, General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co., London, D. H. Bond, 329 High Holborn W.C.1.

Land of Far Distance by BLACK BILL CRAIG

This is the story of an English gaucho, who loved a horse and rode it through the cattle country of Paraguay and Brazil, through a revolution in Sao Paulo, seeing strange, terrible and beautiful sights, doing unusual things. It will remind you of the writing of T. E. Lawrence, William Beebe, W. H. Hudson. Illustrated by C. LeRoy Baldridge. \$2.50 SEPT. 13

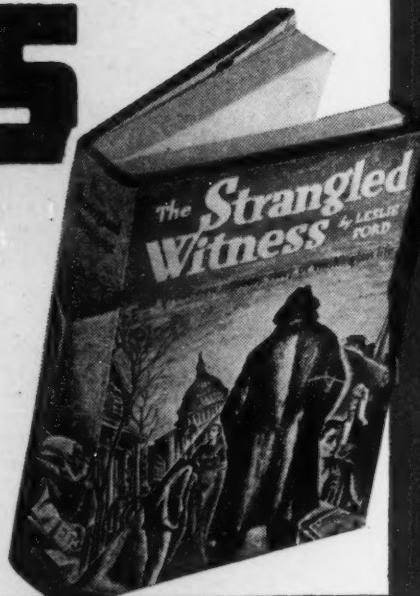


THE Strangled Witness

by LESLIE FORD



A senator murdered...the suspect strangled...these were the clues: A tiny triangle of fingernail lacquer, a fragment of a burned linen handkerchief, a small piece of leaf mold. "Little enough to hang a man on!" Colonel Primrose thought. But they proved more than enough to smoke out the murderer. Colored frontispiece. \$2.00 JULY 2

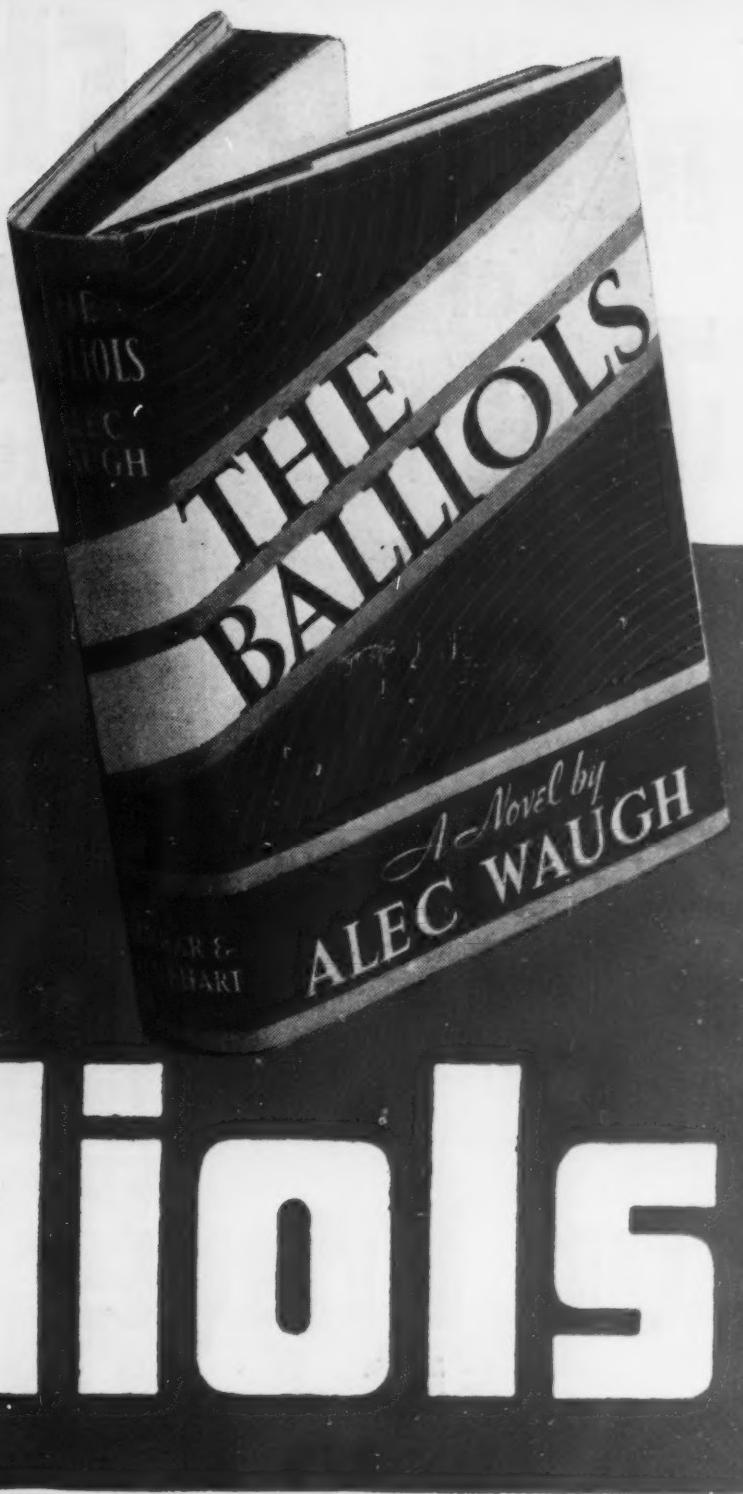


THE President Vanishes Anonymous

A swift-paced adventure mystery that starts with the kidnapping of the President on the day war is to be declared. The Vice President cannot declare war because the President is not dead. The result is a book packed with terrific excitement. Illustrated with composite news photographs. \$2. SEPT. 17

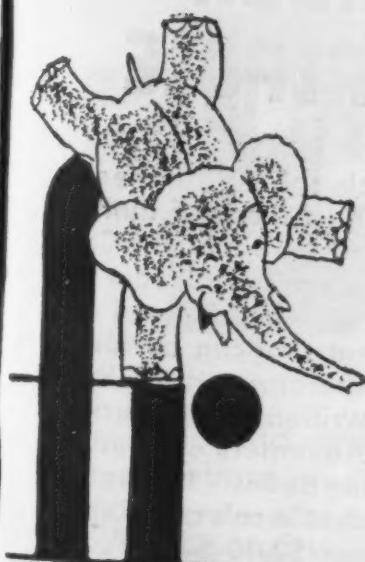
by Alec
Waugh

The Balliols



Vigorously pursuing the fortunes of an English family during the most turbulently shifting period in history—the past three decades—THE BALLIOLS combines the feeling of CAVALCADE with the powerful narrative flow of THE FORSYTE SAGA. It has been several years since a book so intense and at the same time so cogently revealing has come out of England. The action of the story, which is swift, continuous and dramatic, develops along with a plot the theme that "to build a sanctuary, you must destroy a sanctuary"; that the destruction to which the last thirty years have been witness was an inevitable and necessary part of progress. A significant novel in the tradition of John Galsworthy.

\$2.50 AUGUST 6



THE meaning OF Marx

Edited by
SIDNEY HOOK

A symposium for alert-minded readers who want to know what it's all about. The philosophy of Karl Marx has changed the face of the world. Here are interpretations of this philosophy by Bertrand Russell, John Dewey, Morris Cohen, Sidney Hook and Sherwood Eddy.

\$1.00 **SEPTEMBER 17**

Can Prayer Be Answered?

by MARY AUSTIN

Mary Austin has discovered and proved that prayer is one of the most effective instruments of action known to modern man. In these pages she presents a simple and practical method of prayer, based on her startling discoveries. Decorated by Lynd Ward.

\$1.00 **JULY 23**

Choosing a Career

Edited by **GEORGE BIJUR**

Twenty-seven leaders of science, art, industry and education offer some practical advice on how to choose a career. Ideal for new college graduates. \$2.00 **AUGUST 23**

Famous Stories of Five Centuries

Edited by
**HUGH
WALPOLE**

Over ninety splendid stories by English and American authors from Chaucer to Shaw and Conrad. These stories illustrate the excitement and color and entertainment that can be found in great literature. Hugh Walpole has written an introduction on "The Adventure of Reading and Writing Books." Illustrated, with a jacket in color, by Robert Lawson. \$2.00 **SEPT. 24**

by FAITH BALDWIN



Honor Bound

In this wise and sprightly novel, Faith Baldwin answers the question: Is it possible for two young people, not in love, to make a success of marriage? This is the story of a young couple who realize they are not in love but decide to try marriage as an experiment.

\$2.00 AUGUST 23



CLEONIKE

Luminous Isle

A NOVEL BY
**ELIOT
BLISS**

This is the languorous story of a very sensitive girl living on a West Indian Island in the Caribbean... her contacts with her parents, her friends, her lovers-incipient, her girl friends... and her attempts to work out some smooth basis for living. Not since DUSTY ANSWER has anyone written so lovely and sympathetic a story of a woman troubled by the beauty and wonder of the life about her.

\$2.50 AUGUST 13



Her Name Was Tokio

by CHARLES LLOYD-JONES

This is the brilliant and amusing story of three men and of a woman with whom they are all in love... a strange triangle that surrounds one of the most fascinating wives ever to get into a book. It will appeal to the audience of *IF WINTER COMES* and *JANET MARCH*. It is superbly written, subtly told.

\$2.50 SEPTEMBER 6



THE Tavern Rogue

by

ROBERT GORDON ANDERSON

Here is the robust tale of Sir Walter Lande, outlaw, playwright rebel knight, swearer of great oaths, killer of men, menace to women. This huge, lusty knight, returning from the Flemish wars to drink wassail again at the Mermaid is a delightful scoundrel as he brawls, wenches, fights and curses his way through a dazzled London.

\$2.50 AUGUST 27





never Without You

by **ACHMED
ABDULLAH**

This is a story of young love in old Europe...a love which overcame intense nationalism and a dying but stubborn caste system and survived the holocaust of the World War. Romance at its best. \$2.00 **JULY 23**

Let Us Be Faithful

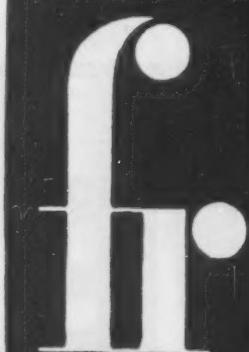
by **ALLENE CORLISS**

Kipp and Ann loved and hated one another very much. They married. What happened to their relationship in the face of adversity creates an unusual story of modern love and marriage . realistic, provocative and wise. \$2.00 **AUGUST 13**

Synthetic Gentleman

by **CHANNING POLLOCK**

Suppose a cold, heavy rain had driven you into an unlighted mansion for shelter? Suppose, further, that servants suddenly arrive, greet you as another, introduce you to your "wife" ... who then informs you that you have committed a murder. What would you do? Channing Pollock offers an unusual murder mystery with laughs, thrills, romance. \$2.00 **JULY 16**



Plain Nice

by
**BEATRICE
BURTON
MORGAN**



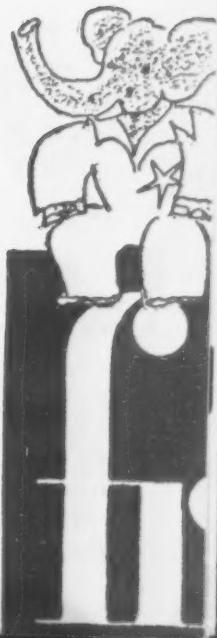
This is the charming story of Mrs. Ludlow whose three daughters complicate life for her by falling in and out of love...until Dr. Dudley comes along and, having discovered that the youngest daughter is "plain nice" does something about it. \$2.00 **SEPTEMBER 24**

**THE
Son
OF
marie
Antoinette
by Meade Minnigerode**



This is the engrossing story of a little boy who was in the way...the lost dauphin...Louis XVII. In history, there has been no mystery more bewildering than that of this gentle little boy's fate. Was it he who sent his mother to the guillotine after being imprisoned in the Tower? If there were two boys, who was the other? Meade Minnigerode, author of THE MAGNIFICENT COMEDY, is an authority on this subject. He unravels the mystery in an historical biography more exciting than any novel. Illustrated from portraits and old prints.

\$3.00 SEPTEMBER 12



Brothers and Lovers

by JOHN HAMPSON

This is a story of the devotion of brother for brother...a novel as distinguished and important as the work of D. H. Lawrence and Somerset Maugham. The younger of two sons of an English shopkeeper, a sensitive introvert who worships his elder brother, learns that his brother is having a love affair. At first he hates the girl, but when the elder brother is killed in an accident the younger brother marries the girl so that his brother's child will be legitimate and may be his to care for. How this marriage works out is beautifully and subtly told.

\$2.00 AUGUST 9





THE AUTOBIOGRAPHY OF

John Hays Hammond



These are the exciting memoirs of a man who has lived eighty years of a life of unique and extraordinary achievement . . . a varied and adventurous life on three continents. John Hays Hammond was born in California in the gold-rush days. He became not only one of the greatest mining engineers of all time, and perhaps the highest salaried man in the world, but a commanding figure in international finance and politics. Associate of Cecil Rhodes, friend of all the Presidents from Harrison on, he has intimately known all the contemporary great. His autobiography is not only a fascinating panorama of the world of the past eighty years, it is a shrewd and thoughtful commentary on America's past, her present, and her future. 2 volumes, boxed, illustrated, \$5.00. (Limited Edition, \$15.00) **OCTOBER 8**



The FOLKS

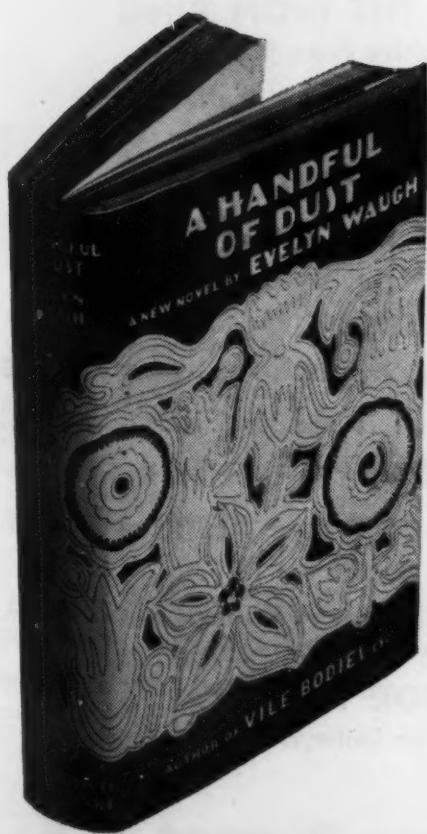
by RUTH SUCKOW

This is the monumental novel on which Miss Suckow has been working for four years. It is her most ambitious and significant work. Comprehensive in scope, rich in aesthetic serenity, contemporary in time, this magnificent story relates the growth of an American family out of Idaho. The Literary Guild has chosen it for October. Illustrated by Robert Ward Johnson, \$3.00. (Limited edition, signed and boxed, \$10).

OCTOBER 1

The new novel by
Evelyn Waugh
author of *VILE BODIES*

A Handful of Dust



This is the bitter story of an English gentleman who marries the wrong girl...is trapped by the charming, deceitful savages of modern London society...escapes to Brazil...only to be trapped again by the savages there. Simply and beautifully told, with a fine flair for the comic. A surprising book to come from the pen of Evelyn Waugh...and one of his most entertaining and most saleable. \$2.50

SEPTEMBER 24



THE AGE OF CONFIDENCE

by HENRY SEIDEL CANBY

And more
to come

We have only displayed in these pages the titles to be released through the first week in October. Below we list some of the highlights scheduled for publication in October and November.

JOSHUA TODD by Fulton Oursler

A PILGRIMAGE OF IDEAS

by Sherwood Eddy

JAPAN CHALLENGES THE WORLD

by Upton Close

SUZY by Herbert Gorman

THE GEORGIAN SCENE:

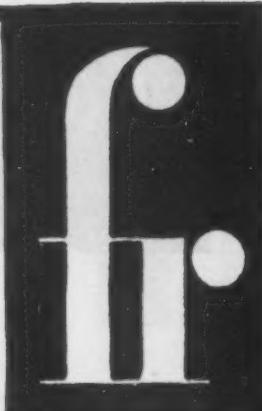
by Frank Swinnerton

THE GREAT WHITE GODS

by Eduard Stucken

AN INTRODUCTION TO SEX EDUCATION by Winifred V. Richmond

THE OTHER LOVERS by Margaret Widdemer
MENTAL DEFECTIVES by Lionel Penrose, M.D.



Through the slowly shifting life of a small city of his youth, Dr. Canby illuminates the entire life of our era. Our muddled age takes form and color under his hand and emerges from spiritual and intellectual chaos with new and startling significances. A distinguished work of social and cultural history. Illustrated by T. M. Cleland. \$2.50 (Limited edition 99 copies, signed, \$10)

OCTOBER 1

WITHIN THE IRON RING

by A Fugitive From Germany

FER-DE-LANCE by Rex Stout

THE GREAT MR. KNIGHT

by Dorothy Whipple

DOOMINGTON WANDERER

by Louis Golding

DELILAH by Marcus Goodrich

THE TEN MILLION by Mark Hellinger

FEBRUARY HILL by Victoria Lincoln

ELEVEN NEW CANTOS by Ezra Pound

MR. PINKERTON FINDS A BODY

by David Frome

THE VIRUS by A Medical Student, and
Edited by Alexander Laing

HUNG FOR A SONG

by George Dillwyn Parrish

Farrar and Rinehart, 232 Madison Avenue, N. Y.



EVERY MONDAY MORNING THE NEW YORK TIMES PRINTS REPORTS OF BESTSELLERS FROM CITIES THROUGHOUT THE COUNTRY. LAST MONDAY THE ESSANDESS BOOKS PICTURED ABOVE WERE ON THE LIST.



HERE ARE TWO BOOKS NOT YET PUBLISHED AS THIS AD IS WRITTEN WHICH WE BELIEVE WILL SOON APPEAR ON THE TIMES BESTSELLER REPORTS.

SIMON AND SCHUSTER 386 FOURTH AVENUE NEW YORK



A novel by
LOUIS DODGE

THE AMERICAN

Leander Calvert ran away from home as a boy and his life became a long series of splendid adventures. He worked as a furrier in old St. Louis, propelled his own house-boat down the Mississippi in search of fortune, drove an ox-team through an Arkansas wilderness to a lovely hill farm, headed his own caravan down the Santa Fe trail, crossed mountains and deserts to California where he found gold on a stormy beach first known to a visionary Spanish padre. Written powerfully, yet with homespun simplicity, **THE AMERICAN** is a real contribution to the literature of our country. 688 pages, large 12 mo, \$2.50. Publication OCTOBER.

JULIAN MESSNER, INC., 8 West 40th Street, New York

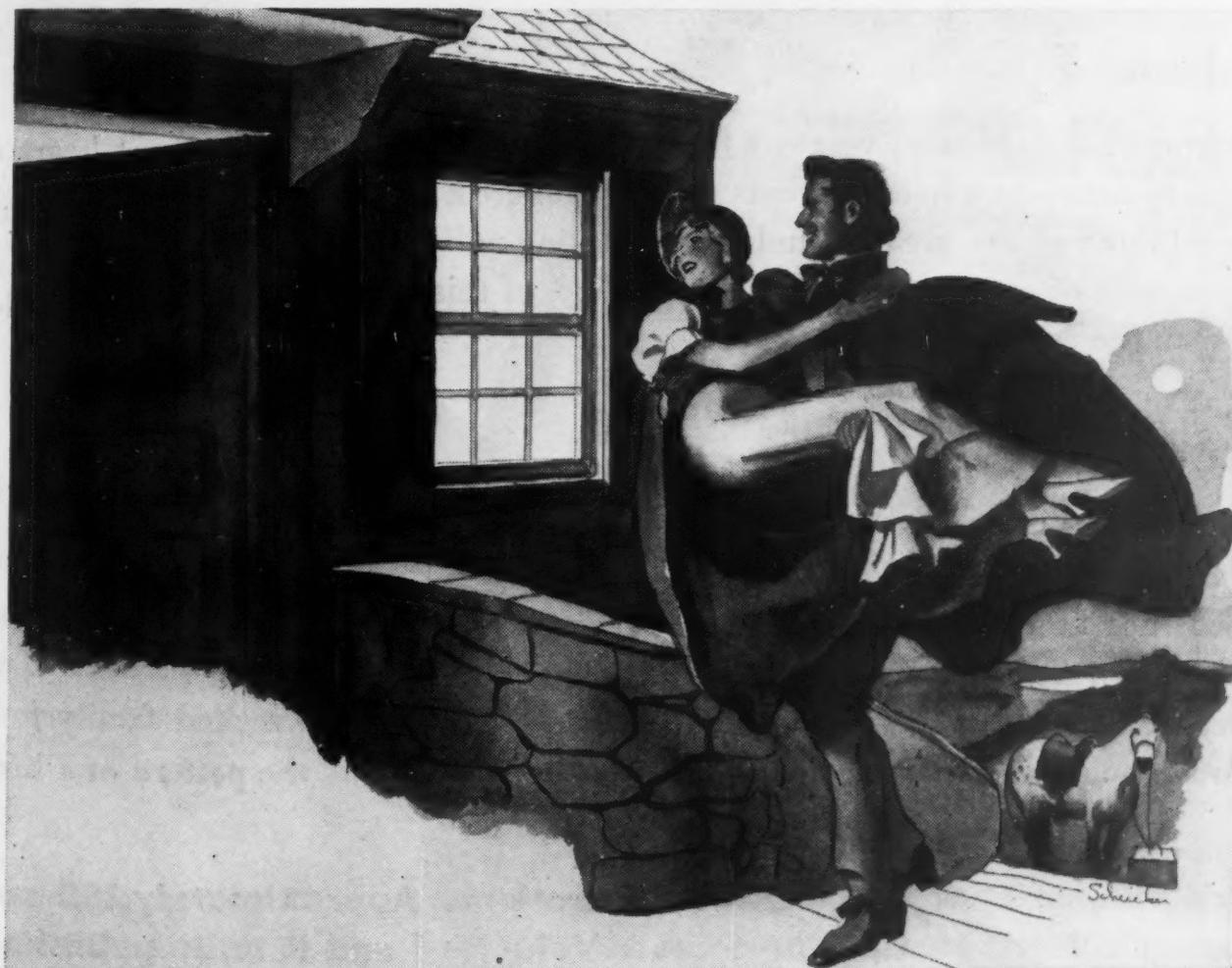
JUNE 30, 1934

2321

*The new novel by***FRANCES PARKINSON
KEYES** author ofQUEEN ANNE'S LACE,
SENATOR MARLOWE'S DAUGHTER, etc.**THE
SAFE BRIDGE**

Back in the days of swinging cranes in vast fireplaces a blithe Scotch lass suddenly rode into a little Vermont village and set tongues wagging. Her coming was shrouded in mystery. Her stay disturbed the countryside. She chose a husband to be the bridge to carry her safely over a dark river. Years later, when the lover of her youth came back, she faced a harder choice. A romance of great beauty and intensity by one of America's most beloved novelists. 400 pages, large 12 mo. \$2.50. Publication OCTOBER.

JULIAN MESSNER, INC., 8 West 40th Street, New York, N. Y.



American Biography—*Volume I*

Twenty years in the making — a lifetime's achievement. For readers and booksellers who cherish the best selling, this may well prove to be the most important

R. E. LEE — By Dug

No earlier biographer has been able, because of limitations of space, to give the full story of Lee's monumental life. His is not a story for one volume, nor even two. It requires four full, profusely illustrated volumes. Volumes I and II to be issued in the Spring of 1935.

Volume I

Fifty-four long, crowded years—a full lifetime for an ordinary man—pass before events project Robert E. Lee into one of the greatest and most amazing military careers of all history. In the closing pages of this volume, the conflict opens.

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The thunders of war, in battle narrative as thrilling as any ever written. Pages inscribed in blood—Mechanicsville, Sharpsburg, Fredericksburg, Chancellorsville. As finale, marking the mid-point in this story, comes that body-blow to Robert E. Lee and the South: the death of "Stonewall" Jackson.

Each volume with 16 full-page illustrations. Approximately 150 special illustrations to illustrate the War between the States. Volumes I and II to be published September 1, 1935.

Volume III

The stalwart heart in a valiant body, through years of defeat and victory, Gettysburg, Chancellorsville, Cold Harbor, Petersburg, Appomattox, and final despair and a last desperate stand.

Volume IV

The inevitable end, and the final scenes on the road from Appomattox to Lexington College, with Lee again educated, though his wrecked family fortunes have changed the pattern of a life.

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tions space, to do full justice to Robert E. Lee's
or ever two. This biography will be complete in
and II to be issued in September, Volumes III and IV

in a truly losing struggle; two
victories at Gettysburg, the Wilder-
, Petersburg; a winter of growing
desperation.

, and the sword of Robert E. Lee;
from the battle of Lexington; Washington
again an educator; salvaging the
fortunate last years round out
the life.

Special drawn maps to illus-
trate the campaign. To be issued
September 28. Each \$3.75

VEN, NEW YORK

The Author

Douglas Southall Freeman,
the editor of *The Richmond
News Leader*, has long been dis-
tinguished in Southern journalism.
He has been prominently identified
with various movements and associa-
tions for furthering Southern historical
study and for perpetuating Southern
tradition, as secretary of the Confederate
Memorial Institute, a member of the advi-
sory board of the Confederate Museum, vice-
president of the Battlefield Parks Association,
and president of the Southern Historical
Society. He is the author of various studies
in Confederate military history, and editor
of "A Calendar of Confederate Papers" and
"Lee's Dispatches." To this monumental
biography of the great Southern leader, which
has been truly a labor of love of Robert E.
Lee and the South, he has devoted twenty
years of closest application and thousands
of dollars in investigation and research.

AUGUST BOOKS

General

ALL'S FAIR—THE STORY OF THE BRITISH SECRET SERVICE BEHIND THE GERMAN LINES

By Captain Henry Landau

24th

Chief of more than 2000 operatives, Captain Landau makes clear for the first time exactly what information was sought, how it was obtained and by what means it was relayed to the Allied General Headquarters. We consider it one of the most important and significant books on our Fall list and will back our judgment with a liberal advertising and promotion budget.

\$3.00

THE HUNDRED DAYS—By Philip Guedalla

10th

Here is the author of "Wellington" writing about the period he knows and loves best. The Hundred Days were full of intensely dramatic episodes and Mr. Guedalla tells of them with a new vitality in the pages of this exciting book.

\$1.75

PEGASUS PULLS A HACK—MEMOIRS OF A MODERN MINSTREL—By Berton Braley

24th

The breezy, informal and entertaining autobiography of a man who has published over 9000 pieces of poetry and is known to hundreds of thousands throughout the United States. Crammed with many amusing and personal sidelights on the important literary figures of the day. *A Minton, Balch Book.*

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CAPE FAREWELL—By Harry Martinsson

10th

The author of this remarkable book of travel impressions, whose style, it has been claimed, surpasses that of any writer since Strindberg, tells about people, places and events as seen through the eyes of a stoker on a round-the-world ship.

\$2.50

THE BACKWASH OF WAR

By Ellen M. LaMotte

24th

It was forbidden to bring this book into England and France during the war. After four printings in this country, it was suppressed at the request of the United States Government. It is republished now because it is one of the few classics of the war.

\$2.00

THE WORLD IN MODERN SCIENCE

By Dr. Leopold Infeld—With an introduction by Albert Einstein

10th

This lively and highly readable volume was written to satisfy the need for a book covering the modern theory of the physical universe—matter, quanta, radiation, etc.—in a manner intelligible to those without any previous scientific knowledge.

Illustrated, \$2.00

G. P. PUTNAM'S SONS » NEW YORK, N. Y.

AUGUST BOOKS

Fiction

GLORY JAM—By Caroline Seaford

24th

Here is a book to get excited about. Gay, spontaneous and sophisticated, "Glory Jam" leaped into instant popularity in England and became a best seller in its first week after publication. We are confident that in Miss Seaford we introduce a new humorist of the highest order—a real discovery comparable to a new P. G. Wodehouse. That's a very strong statement. We wouldn't make it if we didn't believe it. Keep your eye on this one—it's going to be good. *A Minton, Balch Book.* \$2.00

THE ELECTRIC TORCH—By Ethel M. Dell

31st

Ethel M. Dell has hundreds of thousands of admirers scattered throughout the length and breadth of the world. They are looking forward to "The Electric Torch." Undoubtedly some of them are your customers. You will be safe in assuring them that in this superb novel of Anglo-Indian life the author has written one of the best stories she has ever conceived. It is the story of a man who was implacable, of a woman who acknowledged no one to be her master, and of another woman, inconsequent and reckless, who played with men's hearts. It is a novel that you won't forget. We have made an attractive, four-color, all-around jacket and have planned an extensive national advertising campaign. *Never serialized in America.* \$2.00

WIFE TO CALIBAN—By Louise Redfield Peattie

10th

The author of "Dagny," "Pan's Parish" and "Wine With A Stranger," has written a delightfully feminine novel which is bound to add considerably to her growing list of admirers. It is the story of a great soul imprisoned in a crippled body. Crispin de Castro, hunchback, dared to love; Eva, fiery and fragile, though she could not love him, dared to marry him. Swiftly the drama deepens, as the author completely fulfills the promise of her earlier books. *A Minton, Balch Book.* \$2.00

THE LEAVENWORTH CASE (New Edition)

By Anna Katharine Green

With an introduction by S. S. Van Dine

10th

"The Leavenworth Case" has become the standard with which all other works of its class are compared. Since its first appearance, thousands of mystery and detective stories have lived their brief lives and been forgotten. Due to sheer merit, "The Leavenworth Case" has survived them all and is still selling steadily in every part of the world. We are particularly pleased therefore to announce this new edition with an up-to-the-minute jacket and an introduction by S. S. Van Dine. \$2.00

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Author of some exceedingly popular novels of the South



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BRAIN GUY

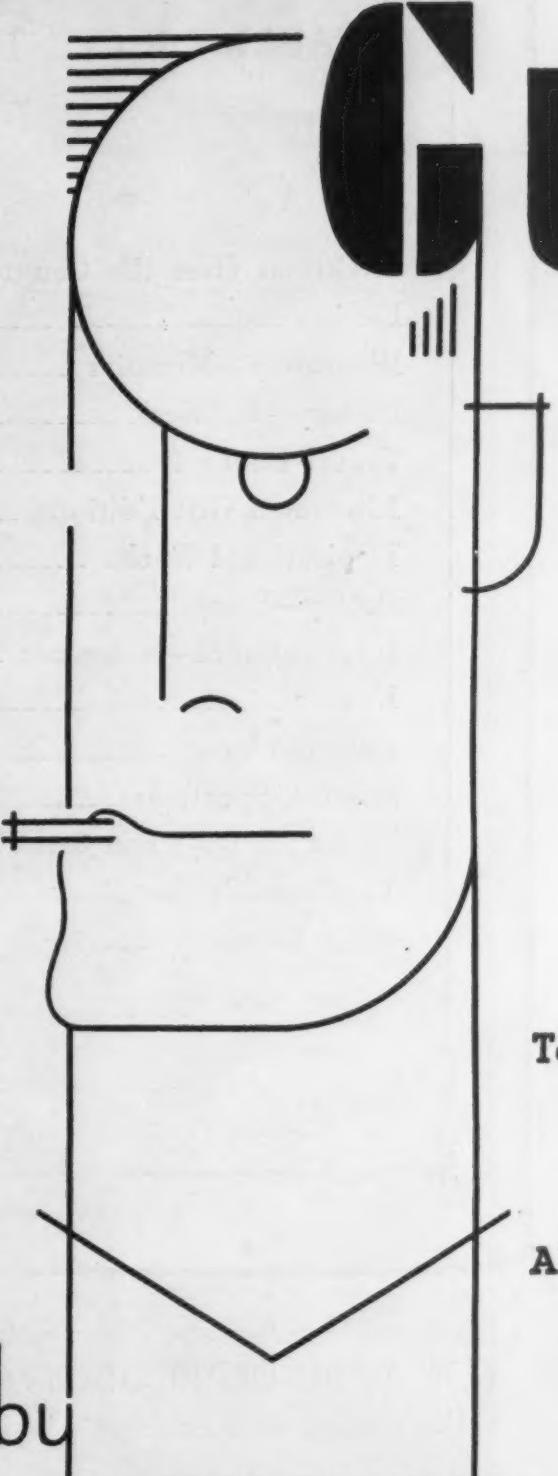
Hammett's
THIN MAN
was tough

Cain's
POSTMAN
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but the
toughest
of all is
**BRAIN
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A novel of the
education of
a gangster
leader

A NOVEL by



To be published
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356 pages
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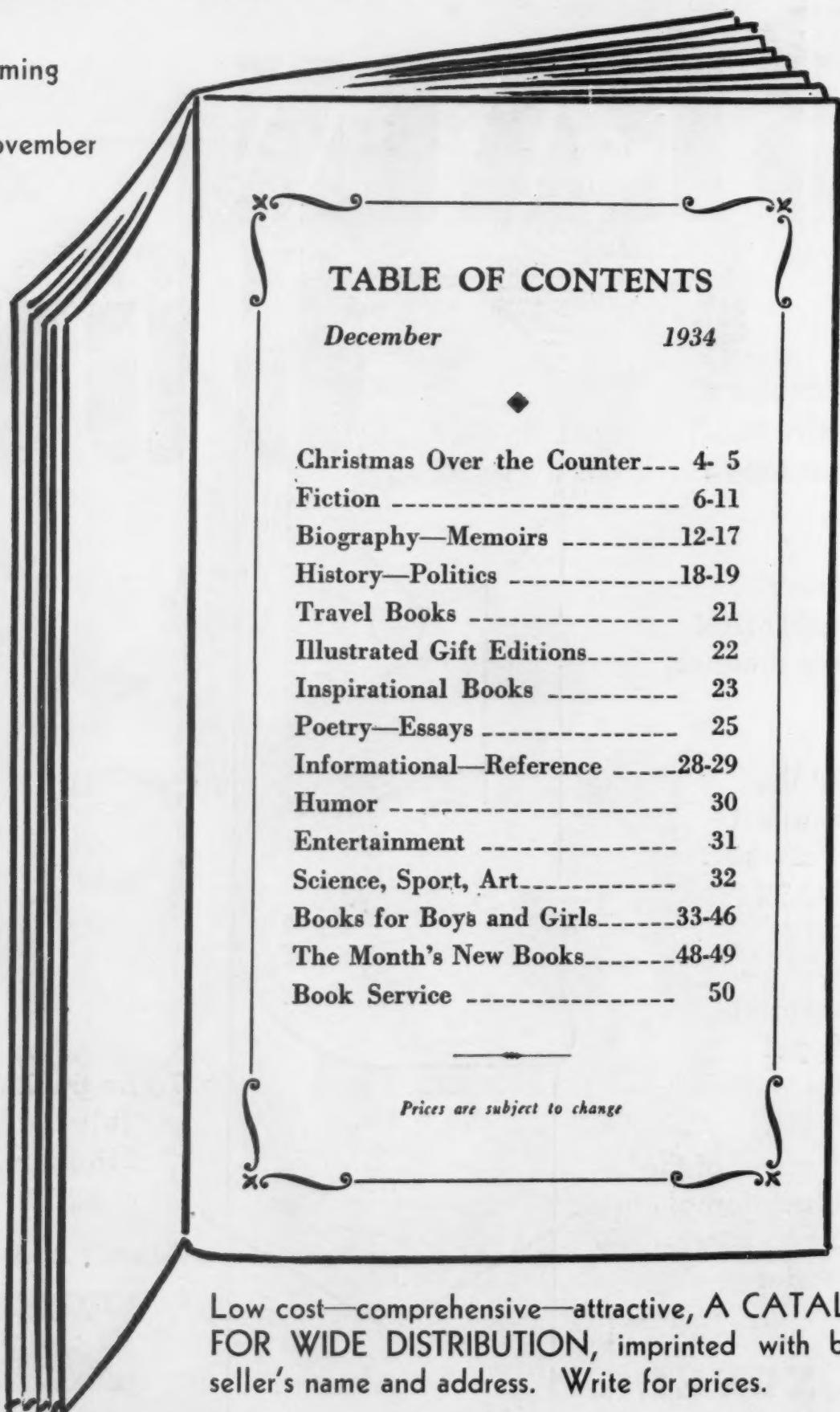
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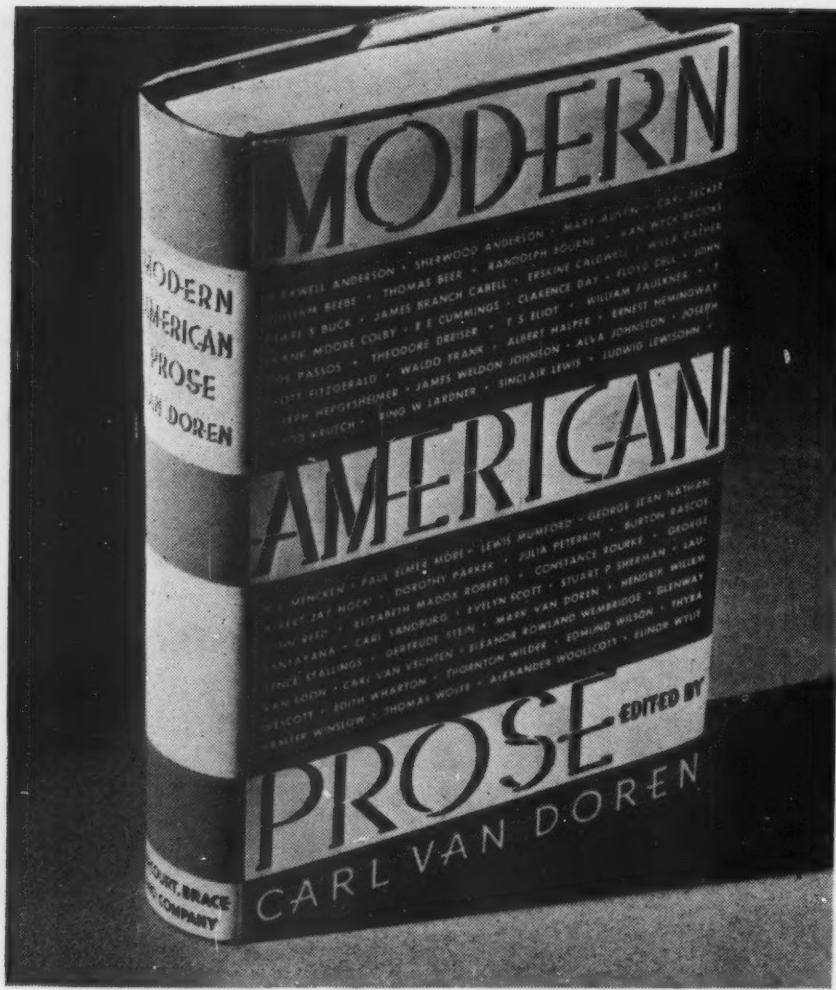
R. C. ASHBY

author of

"HE ARRIVED AT DUSK"

Published July 17th • Price \$2.00

The
**MACMILLAN
C O M P A N Y**
60 Fifth Avenue
New York



THE BURST of American poetry just before the war made the reading public aware of a whole group of names now familiar to everyone. American poetry came into its own. Since then, Louis Untermeyer's anthology, MODERN AMERICAN POETRY, in its various editions, has sold over half a million copies.

Since the war there has been a comparable group of names that have become famous as prose writers. Modern American prose has had its most brilliant period. Until now, however, no attempt has been made to select a representative body of its living literature, put it between two covers so that it can be read, preserved, and judged. Here it is. 960 pages, edited by Carl Van Doren. It's not only the Literary Guild Book for August; it's a best seller for all autumn, and a stock item for years to come.

August 2, \$2.50

CONTENTS

- | | | |
|---|--------------------------------|-----------------------------------|
| 12 episodes from famous novels | 4 novelettes | 7 short stories |
| 6 sections from biographies | 10 portraits of actual persons | 10 studies of places |
| 6 pieces of literary criticism | "What Price Glory" in full | Index of authors with biographies |
| The last two chapters of Carl Van Doren's
AMERICAN LITERATURE: AN INTRODUCTION | | |

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- GLENWAY WESCOTT
- EDITH WHARTON
- THORNTON WILDER
- EDMUND WILSON
- THYRA SAMTER WINSLOW
- THOMAS WOLFE
- ALEXANDER WOOLLcott
- ELINOR WYLIE

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

JUNE 30, 1934

Hints for the Summer-Resort Bookshop

THELMA BROWNE ZIEMER

Manager, The Sunnyside Bookshop, Santa Cruz, Calif.

IF YOU HAVE a bookshop in a summer resort, you have been preparing for "the season" which begins between the middle of June or the first of July and continues until around Labor Day. This is the time to look at those summer visitors of yours with fresh eyes. Have you tried to think of ways of making your store more attractive to the summer people, and so increasing your sales? Or are you just waiting for the vacation crop to come along, but making no effort?

First of all, what of the atmosphere of your shop? Does it give a summery impression? That is one of the most important features to be considered in making the bookshop attractive to the vacationer.

You can brighten the shop considerably with a very small expenditure. Gay awning material of orange, green, and yellow stripes can be bought for about thirty cents a yard; and the things that can be done with awning material! If you have a settee or chairs, cover their cushions with the awning stripes and see what a change they will make. Perhaps you have a place where draperies of the same material may be hung. For about five dollars and an hour or two of your time, you can give your shop an entirely different appearance from its usual, year-round aspect. If you have an extra lawn chair or two at home, bring them down and use them in the bookshop. When people are on vacation, all the world is vacationing to them; they like to see the entire environment in keeping with their mood.

Of course your personal attire is also very important. I know merchants in this sum-

mer resort of ours who insist, even during the summer, that their women clerks wear the regulation black of the department stores. If there is anything that will kill the buying mood of city visitors and make them walk out of your shop slightly depressed, it is to see dark clothing on the salespeople. Why, all winter long they see these black or tidy dark blue dresses on department store clerks, and the very proper navy blue business suits on the men. But they are on vacation now; it's summer, so let's dress up in sport attire and all feel vacationy. Let the women wear bright-colored sports clothes, even tennis dresses with sun-backs, and low-heeled oxfords. And let the men wear flannels and jackets.

As for the stock of the resort bookshop, we find that the inexpensive reprints sell well. In spite of the fact that vacationists are supposed to read only light fiction, they will buy good standard classics in the cheaper editions. So many tell us that they have been too busy all winter to read much except the current best sellers, and now they want to read something solid. We sell them very few expensive books, but they do buy the *Modern Library*, *Blue Ribbon*, *Star Dollar* books, and such. After all, what is a dollar when you are on vacation? So I would advise you to check up on your various dollar series and the *Modern Library*.

One of the greatest temptations for the resort bookshopkeeper is to stock those miscellaneous articles which come under the heading of "gifts" or "souvenirs." It is true that summer visitors will pick up some novelty



An attractive outdoor bookstall is a summer feature of the Farmington Bookshop. It is shown here with a recent display of garden books and flower prints. Tea was served in the garden and an exhibition of flower arrangement was made in the shop.

to take home to the family. But they will no longer spend their precious money for those unnecessary gadgets which were such a good racket a few years ago. They want their money's worth; so unless you have a real gift department and have bought during the year from reputable gift manufacturers, it is unwise to dabble in gifts. Don't order a few dozen novelties from some magazine advertisement, hoping to sell them all and to double your money at least. The gift business is a trade in itself and unless you have contacts with the better wholesale houses, you are very likely to be sold some novelties which are just so much junk.

If you *must* stock a few souvenirs for your summer patrons, let them be either something which is peculiar to your locality, and hence a souvenir, or something absolutely new and useful. Whether your community produces pine-needle baskets, redwood burls, or bayberry candles, if they are attractive, reasonably priced, and of some use, you may do well with them. If you stock novelties, be sure that they are new, for many of your visitors come from large cities which have had some of these novelties perhaps for months.

A nice sideline for the August and September visitors is Christmas cards, if you handle them and your stock arrives in time. Last year we had received three shipments of very unusual lines by the first of August, and we did a very good business with them during the remainder of the season. We took orders from a number of out-of-town people for their personal Christmas cards, and as well sold a great many counter cards in boxes of twenty-five. It is inadvisable to break the boxes, as too much display space would be required to show them.

If you have not made it a practice, begin this year to get the home addresses of your vacation customers, particularly if they are also patrons of your circulating library. Then next year, early in June, you can send them a reminder that you enjoyed their patronage this year and hope to see them again. To our circulating library customers from out of town last season, we sent this month a list of the newest books in our library and a list of forthcoming books. We have stencilled a little note to enclose with the list, reminding them of our location, and asking them to send in reservations now for any of the forthcoming books they will want

to read. We tried this last year and when July came we had from five to twelve reservations for all the important July and August books. With their requests for reservations our summer people sent the dates when they would be here, and, as we knew the publication dates of the coming books, we were able to make out a schedule of when the books would be wanted by the customers.

But don't forget your own local customers during the season. They support you during the nine months of the year, if you have a year-round bookshop, and are likely to be a bit touchy if you neglect them when the vacation season is on. If they go away for the summer, compile lists of forthcoming books and get their orders for them before they go away. Circularize them at their summer addresses, sending them the broadsides, or *Books of the Month*, or whatever advertising material you use. Even though you know they are reading from some circulating library wherever they are, you can keep their good will in this way.

Window displays are another very important item during the summer. Never let your windows grow stale or unattractive, but change them frequently. And here again it

is wise to use outdoor furniture and fixtures as much as possible. If you cannot afford the green moss flooring which the florists use for displays, gather enough soft green tree branches to cover the floor of your display window. Use a bit of the awning material in the shape of an outing bag, buy a small sun umbrella, and place your books here and there around in the branches, with an appropriate sign in the background. This sort of window you can freshen frequently by changing the books, moving the umbrella or bag to another corner, and changing the sign. Above all, do not use the formal modern art display which you probably use in your winter window trims. Summer demands informality. So avoid the stiff set designs in the window and make it artistically careless—a style which requires a bit of practice in order not to have a messy effect.

Whatever your individual plans may be for summer sales promotion, bear in mind that summer is play time and that your customers will be in that leisurely, mellow mood of the vacationer. So just assume that vacation atmosphere yourself, and let it be reflected by your shop, your window displays and your personal attire.



Frances Steloff in the outdoor garden of the Gotham Book Mart where for four seasons the shop has conducted an evening series of lectures and plays.

Books to Read Aloud

"Reading Aloud Has Never Been Sufficiently Exploited as an Indoor Sport. It Is So Obvious That Everyone Forgets About It"

MARGARET VINCENT BUDDY

of Young Books, New York City

YOU ARE NO DOUBT just a little bit tired of all those awfully clever parlor games. They have been fun, and you and your customers have had a very gay winter discovering what part of a horse-drawn vehicle is a whiffle-tree, the names of four orders of anthropoid apes, or, what is a gusset. But this summer when those same congenial groups gather for relaxing or stimulating entertainment they are apt to cry for something different.

Reading aloud has never been sufficiently exploited as an indoor sport. It is so obvious that everyone forgets about it. And that is unfortunate because there is nothing that offers such a maximum of entertainment with such a minimum of effort. Take the average Sunday night gathering on a summer weekend. You are apt to find all ages and a pretty wide range of interests. Everyone likes everyone else, but they are all tired out after a long day of tennis and golf. Now there is bound to be at least one person "who missed his calling and really should have gone on the stage." Maybe there are two or three, but for your sake I hope not. Anyway that person will be glad to accommodate. If your hostess has faced this problem before and is wise, she will have equipped her library with a generous collection of stories that read well aloud. If she has not, it is up to you to see that she has at least the foundations of such a collection before she leaves town for the hills or seashore.

The "kick-ending" is an important factor in stories read to an audience of diverse interests. The tempo should be fast, the style simple and compact, and the story contain humor or suspense.

First of all there are the old standbys, O. Henry, of course, and the incomparable Van Bibber stories of Richard Harding Davis, giving us New York at the turn of the century

and from a variety of angles. People who are not familiar with the writings of Ambrose Bierce will be grateful to make his acquaintance. "The Affair at Owl Creek Bridge" in the volume "In the Midst of Life" is a good one to start with and one of the author's best. Equally absorbing are Frank Packard's "Adventures of Jimmy Dale." The most sophisticated member of our younger generation will breathlessly clutch the arms of his chair while Jimmy's sensitive fingertips work swiftly with the dial of a safe and the tumblers fall into place in the nick of time. These are absolutely guaranteed and can be read successfully, I think, in any group.

There may be times when the children are present loudly demanding something in their own special realm and here you can triumphantly produce Kipling's "Just So Stories" with complete confidence that everyone will have a good time. As a matter of fact you needn't wait for the children. In these stories Mr. Kipling has nicely bridged the gap between child and adult, although the child's reactions will more than likely be noisier.

In many bookshops you will find Kenneth Grahame's "Golden Age" and "Dream Days" in the juvenile section but the stories in these volumes do not belong to the very young any more than do Katherine Mansfield's "Doll's House" or "Garden Party." Both Grahame and K. M. are successful in projecting themselves back to childhood and in giving us a subjective and honest picture—too honest for the amusement of the children, but of great joy to their elders.

For those who have missed Leonard Merrick, too much cannot be said for his intriguing and provocative pictures of Paris, told with a mellow charm seldom found in the writings of today. His volumes "A Chair on the Boulevard" and "The Little Dog

"Laughed" are excellent and contain some of his best stories.

Different groups and moods will require entirely different types of reading. There are times when nothing will do but deMaupassant, Boccaccio or Balzac, and it is well to have compact and handy volumes within reach. Don't rely on a complete but ponderous set that has more than likely been left in the house in town. The Modern Library for \$.95 can supply good selections of all of them, as well as Edgar Allan Poe, Stephen Crane, Anton Tchekov and Katherine Mansfield and a number of interesting anthologies. There are altogether about fifteen Modern Library titles that can be included in a read-aloud collection and they might well form a nucleus since they are inexpensive and attractively bound.

Modern Authors. Some that have been tried and found not wanting are Edna Ferber, starting with her "Personality Plus" down through "They Brought Their Women." Willa Cather's "Youth and the Bright Medusa," in the Borzoi Classics at a dollar, should be in every collection of this sort. The stories are absorbing and rich in human interest. There are few who will not admit that, regardless of the subject matter, Somerset Maugham can always spin a good yarn. Many people will twist in their chairs, however, after three Maughams in succession.

These suggestions could go on indefinitely. Everyone has special favorites, and you and your customers should be able to develop an interesting and varied group. Bookselling, now that the code has been signed, will again become an art rather than a struggle for existence. Customers will be coming back to you for advice and help in their various problems. Be able to meet them with fresh ideas so that they will feel recompensed for their expenditures and will have faith in your judgment and guidance.

Below, for your convenience, is a check-list which makes no pretense of being complete:

Balzac, Honoré. *Droll Stories; Short Stories.*

Benchley, Robert. *No Poems.*

Bierce, Ambrose. *In the Midst of Life; Can Such Things Be.*

Cabell, James Branch. *Gallantry.*

Cather, Willa. *Youth and the Bright Medusa.*

Chesterton, G. K. *Wisdom of Father Brown.*

Crane, Stephen. *Maggie.*

Davis, Richard Harding. *Van Bibber and Others; Gallegher.*

Doyle, Conan. *Adventures of Sherlock Holmes; Memoirs of Sherlock Holmes.*

Ferber, Edna. *Personality Plus; Mother Knows Best; They Brought Their Women.*

Galsworthy, John. *Caravan.*

Grahame, Kenneth. *The Golden Age; Dream Days.*

Harte, Bret. *Luck of Roaring Camp.*

Hemingway, Ernest. *Winner Take Nothing.*

Henry, O. *Four Million; Strictly Business; Cabbages and Kings.*

Huxley, Aldous. *Brief Candles; Two or Three Graces.*

Johnson, Owen. *The Varmint.*

Kipling, Rudyard. *Just So Stories; Day's Work; Plain Tales from the Hills.*

Lawrence, D. H. *Woman Who Rode Away.*

Mann, Thomas. *Death in Venice.*

Mansfield, Katherine. *The Garden Party; Bliss.*

Maugham, Somerset. *The Casuarina Tree; Ah King.*

Maupassant, Guy de. *Best Stories; Une Vie and Bel Ami.*

Merrick, Leonard. *Chair on the Boulevard; The Little Dog Laughed.*

Munroe, H. H. (Saki). *Complete Short Stories.*

Packard, Frank. *Adventures of Jimmy Dale; Further Adventures of Jimmy Dale.*

Parker, Dorothy. *After Such Pleasures.*

Poe, Edgar Allan. *Best Tales.*

Pyle, Howard. *Merry Adventures of Robin Hood.*

Stevenson, Robert Louis. *New Arabian Nights.*

Stockton, Frank. *The Lady or the Tiger.*

Tchekov, Anton. *Short Stories.*

Twain, Mark. *Innocents Abroad; The Man That Corrupted Hadleyburg.*

Walpole, Hugh. *All Soul's Night.*

Woolcott, Alexander. *While Rome Burns.*

Zweig, Stefan. *Kaleidoscope.*

Best American Humorous Short Stories.

Best Ghost Stories.

Best Russian Short Stories.

Great Modern Short Stories.

Great German Short Novels and Stories.

Fourteen Great Detective Stories.

Ray Long's Twenty Best Short Stories.

Cornelia Meigs: An Appreciation

"She Can Look About a Room and See Stories in Each Object There, Quaint, Homely, or Beautiful. She Can Live in, or Travel Through, Prairie, Seaport, River, Town, Forest, and Catch Its Feeling in Words to Make You Remember It as Your Own"

LOUISE SEAMAN BECHTEL

CLIPPER SHIPS, swift western rivers, Indian prairies and buffaloes, Revolutionary backgrounds, naval history, a flight across the most picturesque parts of America on a very wonderful locomotive with a small boy, a symbolic idyll of our colonial past, centering about a still beautiful old garden—

How many aspects of America Cornelia Meigs has dramatized for us! Her books are on every library shelf, in many different grades of school library lists, well known in many homes. Seldom has a more widely-known or better-loved writer been awarded the John Newbery medal. Wherever guessing about this decision has gone on, her name has been mentioned, whatever her book of the current year, so outstanding is her contribution to modern writing for boys and girls.

My favorite picture of her is one taken when she was a very small child, in the center of a large family group, with a big dog at her feet. Family loyalty is one keynote to her writing. Circumstances left her to care for a beloved father until his recent death, and their home in Keokuk, Iowa, was a center for several groups of nieces and nephews, to all of whom this best of aunts was a second mother. For several of them she is now making a home in Bryn Mawr, where she is a member of the faculty of her Alma Mater.

When "The Wonderful Locomotive" was published, it came to me as a manuscript long neglected by its author, urged out of hiding by her father and the young nephew whose love of trains had inspired it as a story-gift. Many of the fine historical stories included in her early books about modern boys and girls, "The Windy Hill," "The Pool of Stars," "Rain on the Roof," originated as family story-telling, and were based on stories heard

from parents and grand-parents. "The Kingdom of the Winding Road," which deserves a revival today, resulted from storytelling in a school where she taught. And, of course, her two excellent published plays grew out of work and play with children.

However, a rich, happy family life and continued contacts with boys and girls of many ages wouldn't "make" an author. Miss Meigs' inheritance of a family tradition of ancestors and relatives who shared in the making of America helped to turn her mind to American subject matter. But more essential is her gift of that poetic imagination which can dramatize and make vivid places, people, things, for others. She can look about a room and see stories in each object there, quaint, homely, or beautiful. She can live in, or travel through, prairie, seaport, river, town, forest, and catch its feeling in words to make you remember it as your own. She has an accumulated, exact knowledge of American history, and an idealism in shaping young people's feeling for their country underlies all her writing. It showed especially in that fine book, published in 1916, and still outstanding, "Master Simon's Garden."

When one considers the bulk of her published writing—twenty-one books since her graduation from Bryn Mawr in 1908—in relation to a busy life, her achievement is very remarkable. Her writing has steadily grown, in choice of important subjects, in richness of plot and character, and in literary skill. In 1927 she had two books, "As the Crow Flies," the heroic adventure tale of Lieutenant Pike, based on his diaries, and "Trade Wind," the clipper ship story which won the Little, Brown prize. Since then there has been no question of her appeal to older boys and girls.

Fortunately she still finds time to write for the younger children who need a simpler, shorter interpretation of American backgrounds. "The New Moon" and "The Willow Whistle" give moving pictures of prairie and Indian life in pioneer times. This year she will publish "Wind in the Chimney," which also is a "younger" story of early days in Pennsylvania.

With her roots in Iowa as well as the Atlantic seaboard, with her industry at writing, and high love of good literature, Miss Meigs has a wide path of possibilities before her. No one else, probably, could have put so feelingly the struggles of her latest heroine, "Invincible Louisa." Her sympathy for all of "Jo's" hard work is apparent. She has made the beloved Miss Alcott live anew for young people with this fine story of a famous New England girlhood. It is a happy circumstance that their names should be linked in this way, and that a story of a writer should be the first biography to win this award. Again the Newbery Medal Committee have chosen a book of true distinction, of appeal to both young and old, and of obviously lasting qualities for their library shelves.

There will be much publicity, I hope, about this Iowa-New England author, and either she or others will tell again the tale she wrote so well for the *Horn Book* of February, 1927, "Following the Sea," which begins before 1800 and ends with the century-old sea chest in which she keeps her manuscripts. I wish I could add here a more personal word about a friend I have seen only twice in fifteen years. Yet I know, as well as if she were next door, how much she loves flowers and ships, dogs and horses, legends and poetry. She watches publishing in general, knows the "trends" in children's bookmaking, appreciates and owns many beautiful books. Because of a sometimes frail physique, she has rare courage and sympathy to share with anyone ever so slightly stricken, and always time to send it freely. All her writing bears the mark of intellectual integrity, of a fundamental democracy, and of a discriminating, sensitive nature. But all this need not be told in personal detail—it is on the pages of her books. May she write on happily, whether for old or young, continuing to dramatize with fine plot and true emotion the pageant of the building of America.



Photograph by Bachrach

Cornelia Meigs and one of the small nieces to whom she has been the best of aunts.

List of Books by Cornelia Meigs

- Kingdom of the Winding Road. Macmillan. 1915.
- Master Simon's Garden. Macmillan. 1916.
- Steadfast Princess. A play. Macmillan. 1916.
- Island of Appledore. Macmillan. 1917.
- Pool of Stars. Macmillan. 1919.
- At the Sign of the Two Heroes. Century. 1920.
- Windy Hill. Macmillan. 1921.
- Helga and the White Peacock. A play. Macmillan. 1922.
- Hill of Adventure. Century. 1922.
- New Moon. Macmillan. 1924.
- Rain on the Roof. Macmillan. 1925.
- As the Crow Flies. Macmillan. 1927.
- Trade Wind. Little, Brown. 1927.
- Clearing Weather. Little, Brown. 1928.
- Wonderful Locomotive. Macmillan. 1928.
- Crooked Apple Tree. Little, Brown. 1929.
- Willow Whistle. Macmillan. 1931.
- Swift Rivers. Little, Brown. 1932.
- Invincible Louisa. Little, Brown. 1933.

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Founded by F. Leypoldt

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June 30, 1934

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Turning Back the Clock

R. H. MACY & COMPANY, by a characteristically clever method, have this week been

carrying to the public their argument on the benefits of price-cutting. They have prepared and sent to the press a pamphlet which contains extended excerpts from "The Diary of James Lackington," 1794, and also from the English

book price arguments of 1852. Both of these old documents provide excellent material for a discussion of the social and economic virtue or disadvantage of uniform prices on new books. By reading these excerpts without explanation the average person will develop a sympathy for the Macy book department. Macy, by inference, is infected with a holy zeal to offer all books at cheaper prices to all the people, and they are prevented from doing so at present by the blind selfishness of the organized trade.

James Lackington, whose letters are quoted from the book he published, built a huge book business in London in the last quarter



of the eighteenth century by selling remainders and second-hand books for cash. In his memoirs he has told all about this. There is not a single regulation in the American booktrade (or in the booktrade in any country) that would prevent any store from carrying on this type of business now. James Lackington was the Max Sallop of his day, plus a Leary and a Schulte. The Macy book department has no fundamental desire to supply books to the people cheaply; but does want new books as bait to attract people into the store to buy merchandise on which a profit is made. It was that fact, so clear in the facts of the case, which led to the government's inclusion of the net price provision in the Booksellers' Code. James Lackington did not try to undermine book distribution in order that a bracelet at \$6995 might appear to be a bargain, or a brief case at \$2.99.

The English book price controversy of 1852 was one episode in the long series which finally led to adoption of the net price system in England in 1899. A supplementary paragraph to the Macy reprint of the 1852 arguments might well be the simple statement that every literature-producing country of the world has discussed the question and in every single case has arrived at the same conclusion, that the public is better off if there are uniform prices on books. Would Macy contend that the cost of reading to the public is greater in Europe than here because of the uniform price system? Such a statement would be ridiculed. In Europe *all* books are uniform in price, while in the United States we have uniform prices for but six months following the publication date. We prescribe to doubters a reading of the charter of the booktrade of Czechoslovakia which puts sound book distribution in its rightful place in public welfare.

It is decidedly significant that Macy had to go back a hundred years to find any arguments to support its theories and that they have to be bent to fit the need. Shall we also go back to the days of price haggling in all stores, or to the days of cut-price railroad tickets or freight rates? Do magazines or newspapers fail to bring popular reading to the public at a popular price because they are sold at a uniform price to all? A new era with better understandings between merchant and customer has been coming in. It is time we looked ahead and not back for business methods.

Publication Dates in Chicago

THE JOINT BOARD of Publishers and Booksellers, in a bulletin of June 22, asks all publishers, in view of the continued disregard of publication dates in the Chicago area, to make no shipments of any new books to any bookseller in that city until five days before publication dates.

In this connection it is pointed out that the copyright on books can be jeopardized if publishers make shipments to cities in which they are certain the books will be sold before publication dates.

The booksellers of Chicago, even after Carson, Pirie, Scott & Company had dramatized the issue in the hope of action, have not been able to cure the situation. It is too critical a matter for publishers to avoid action on. If publishers don't take the initiative in this situation, their whole system for the effective timing of new book advertising and publicity may disintegrate.

A Year of Codes

THE NATIONAL Industrial Recovery Act has reached its first anniversary, and its status and value will be the subject of careful analysis in all American industries. That it is to be subject to considerable revision in its formulas is evidenced from the criticism from without and the changes of position from within.

General Johnson with his forceful leadership has built up a backing for the program that has brought about 90% of American industry under the code system, even though the codes of about 500 different industries, mostly minor, are still at the discussion stage.

One of the chief changes in the general situation is that the N.R.A. is to withdraw its hand from small industries the business of which is largely of a local nature, such as the service group including barber shops, dry cleaning establishments, etc. The advantage of endeavoring to stabilize prices in these industries on a national basis seems to be very small and the difficulty of enforcing rules very great.

The whole question of whether codes shall contain any pricing provisions was sharply raised two weeks ago by the pronouncement of the Administration, but the issue was chiefly against the open price provisions of major industries rather than the schedules in the wholesale and retail trades. This an-

nouncement was the result of the attacks on the codes by the Darrow Commission and the fear on the part of the administration that prices were rising faster than incomes.

Other basic difficulties have arisen because of the newness of the whole set-up and the problems involved in establishing standards by which every code should be judged, standards of pricing, labor rights, trade practices, regional differences, monopolies, etc. There is apparently need of careful recodification of most of the documents.

Some say that General Johnson as the promoter of this system has served his usefulness and there is now need of some new head who is a genius at systematization, simplification and codification.

With all this turmoil and reconsideration there still remains the fact that industry as a whole likes its codes and has put into them standards of practice which, if industry can be made to live up to them, will result in greatly improved operating conditions and a more rapid recovery.

What Professors Recommend

MODERN LITERATURE is gradually winning its way in the favored class of books recommended in college courses, judging by the survey just made by Professor Atwood H. Townsend of New York University, acting for a Committee on College Reading of the National Council of Teachers of English.

Among Twentieth Century books "Old Wives' Tale" had reached the most firm position, followed by Strachey's "Queen Victoria," Conrad's "Lord Jim," Hudson's "Far Away and Long Ago," Edith Wharton's "Ethan Frome," Willa Cather's "My Antonia" and Galsworthy's "Forsyte Saga." George Eliot still holds a high place in popularity, in spite of the fact that the general reader today turns to Eliot with much less frequency than Dickens.

Among the Victorians, Thomas Hardy is near the top, and his "Return of the Native" shared with "Henry Esmond" the honor of being recommended by more teachers of English than any book on the list.

Other non-fiction favorites besides Strachey's "Queen Victoria" are "Eminent Victorians" by the same author, Emerson's Essays, Lamb's Essays, "The Education of Henry Adams," Garland's "Son of the Middle Border."

McGraw-Hill's 25th Anniversary

ON JULY 1, 1909, just 25 years ago, the book departments of the McGraw Publishing Company and the Hill Publishing Company were joined to form the McGraw-Hill Book Company, which has since become one of the leading publishers of technical books in the world. The new company had a list of about 100 titles which had been published by the various trade periodicals of the two parent firms on which to build. Today the list totals more than 1500 titles in a large number of technical fields, and the total number of books published during the 25 years has probably exceeded 2000.

The first books published were almost entirely in the field of engineering, but it was not long before the scope was widened. Step by step, books on chemistry and physics, mathematics and management were brought out. Factory management and efficiency was a new and live subject in the decade 1910-1920, and several books on that subject were published. In 1919 the proposal was made to publish a book on office management. This started the publication of business books, which with the absorption of the A. W. Shaw Company in 1928 became one of the largest and most active divisions of the firm. Business books led to books on economics and other branches of social science.

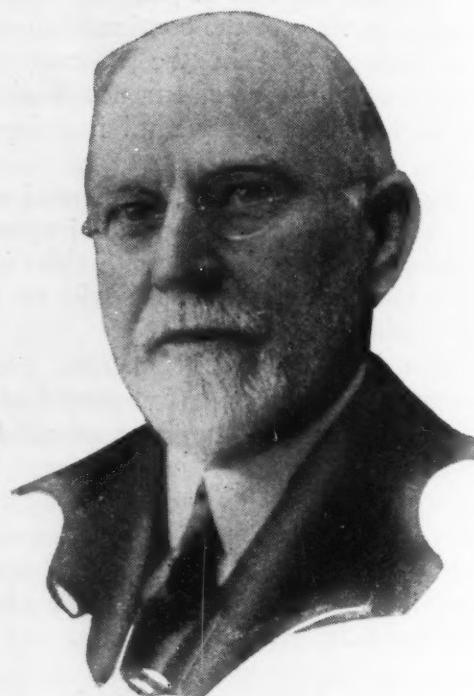
In the first year of business a committee of well-known teachers and engineers was organized under the guidance of Professor Harry E. Clifford, then at the Massachusetts Institute of Technology and now Dean of Engineering at Harvard, to develop a new series of Electrical Engineering texts. This series now contains many of the most widely-used texts in this field.

James H. McGraw

*Vice President,
1909-1916*

*President,
1916-1925*

*Chairman of the Board
1926*



Martin M. Foss

*Secretary,
1909-1918*

*Vice President,
1918-1926*

*President,
1927*



This step was so successful that it has since become the foundation of the McGraw-Hill publishing policy—carefully prepared series of texts and reference books under the supervision of either committees or individual consulting editors. Some of these series are the *International Chemical Series*, *McGraw-Hill Publications in the Zoological Sciences* and *McGraw-Hill Publications in the Agricultural and Botanical Sciences*. There are



The beautiful new McGraw-Hill Building in New York City.

now 22 consulting editors on the McGraw-Hill staff.

While a book on the McGraw-Hill list seldom appears on the best seller lists of trade books there are several titles with a record of which any publisher could be proud. "Engineering Drawing" by Professor Thomas E. French, for instance, published in 1911, grew to be the best selling textbook in the engineering field with a total sale in excess of 300,000 copies, the "American Machinists' Handbook" has sold more than 260,000 copies, and "The Standard Handbook for Electrical Engineers" and the "Mechanical Engineers Handbook," each of which contain three times as many words as the Bible, have sold well over 100,000 copies apiece.

A new venture of McGraw-Hill is Whittlesey House, a trade division of the company. Whittlesey House, a trade division of the company which was organized in 1930 under the able direction of the late Guy Holt. The primary purpose of the new division was to extend the existing activities of the McGraw-Hill Book Company into the general publishing field. Fiction and other books designed solely to entertain were not and have never been contemplated as part of its publishing program. It has throughout its brief history demanded only that the books which appeared under its imprint should be informative in the intellectual or practical sense. Whittlesey House's most famous book is "Life Begins at Forty" by Walter Pitkin, which has sold approximately 140,000 copies in two years.

Ten huge scrapbooks of clippings from newspapers and magazines represent the publicity which came in when the two great volumes of "Recent Social Trends" was published through McGraw-Hill two years ago, a publicity record. This material was on display at the Russell Sage Foundation Library during the week of June 18th.

When the McGraw-Hill Book Company was established, Martin M. Foss was manager of the Hill Publishing Company and Edward Caldwell was manager of the McGraw Book Company. These two men joined in the building of the new business. Mr. Foss was connected with the publishing department of the Baker & Taylor Company under Nelson Taylor from 1901 to 1907 when he joined the Hill Publishing Company. Mr. Caldwell had been a technical editor of trade journals. Mr. Foss was secretary of the McGraw-Hill Book Company from 1909 to 1918, vice president from 1918 to 1926, and has been president since 1927. Mr. Caldwell was treasurer from 1909 to 1925, president in 1926 and retired in 1927. At the founding of the firm, John A. Hill was president, continuing in office until 1916 when he died. James H. McGraw was vice president from 1909 to 1916, president of the company from 1916 to 1925, and has been chairman of the board since that time.

The McGraw-Hill Building, the largest building that yet been constructed with color as an inherent part of the architectural scheme, was completed in the middle of 1931. This lovely skyscraper, thirty-eight stories of glistening blue-green terra cotta and glass was designed by Raymond Hood, the architect responsible for the Radiator Building and the News Building. Incidentally around each building that he has put up, a storm of conflicting opinion has raged, and his reputation has become such that in a *New Yorker* portrait some years ago he was characterized as "the bad boy of architecture."

There is nothing but color in this new building, with the horizontal bands between the floors in blue-green and the spaces between the terra cotta bands painted a blue-black. This dark color on the vertical columns throws the brilliant horizontal bands into high relief, leaving the impression of alternate bands of glass and terra cotta, a very striking effect.

News of the Week

Dun and Bradstreet Survey the Booktrade—And How!

DUN & BRADSTREET, INC., credit information agency, in April, made an extended survey of American retail stores, sending to all retail merchants of every classification who were in business in January, 1934, a questionnaire from which have been derived facts and figures which are being sent out to the firm's subscribers. The questions asked were:

- Inventory as of January 1, 1933?
- Merchandise Purchases During 1933?
- Inventory as of January 1, 1934?
- Net Sales During 1933?
- Expense of Doing Business in 1933 Divided as follows:
- Salaries of owners or officers
- Employees' salaries and wages paid
- Rent
- Advertising
- Light, heat and gas
- Taxes
- All other expenses
- Total expense of doing business
- Line of Business in Which Engaged?

A hundred and twenty-four retailers of books were among those who replied, and these 124 replies have been analyzed according to the Dun & Bradstreet statistical method with rather extraordinary results. If the percentage of profits is correct, there will soon be more people entering the book business. If the percentages of the cost of doing business are right, the banks may well begin questioning some of the results achieved by bookstores to which they have made loans.

According to this report, 66, or a little more than half of the stores reporting, made a profit in 1933, and *this profit averaged 15.36%*. The average "total overhead" expense was 26.70%, inventory turnover 3.02%. The term "total overhead" is used instead of the more accurate term "total expense."

Of the 58 stores which lost money (presumably many more did not care to report) the average loss was 13.64%, overhead expense 46.15%, turnover 2.78%.

In an analysis of the figures with the stores classified according to the amount of business done, the survey reaches some surprising

conclusions as to the cost of doing business. These percentages of "total overhead" range from 12.83% for five profitable stores doing under \$2,500 a year to 31.84% for five stores doing business of from \$50,000 to \$100,000. According to the tabulations, the percentage of net profit on the first five was 36.12% and on the other five 3.18%. The smaller the business, the larger the net profit. The 24 stores doing \$10,000 to \$25,000 show a 14.23% net profit.

Stores which lost money had a "total overhead" running from 35.37% to 75.60%.

In another tabulation the survey prints an estimate of the cost of the goods sold which will surprise most booksellers and publishers. Seven profit-making stores doing from \$2,500 to \$5,000 worth of business have 50.24% for "cost of goods sold," that is, they buy on an average of $\frac{1}{2}$ off list. Sixteen stores doing from \$5,000 to \$10,000 buy their goods at 57.43%, or $42\frac{1}{2}$ off list. However, the figures taken from stores of \$25,000 and over show the cost of goods running at 65.99%, or about 34% off list.

The larger the store, the shorter the discounts. This unusually low purchasing cost in one group is not explained by studying the types of stores which reported. These 124 stores describe themselves as of seven different classes: Stores carrying (1) books, new and old, (2) books in circulating libraries, (3) specialty books, (4) rare books, (5) law books, (6) textbooks, school and college, (7) technical books. As several of these types of stores must have a cost of 75% for merchandise, the figures quoted above seem all the more puzzling.

One other aspect of the Dun & Bradstreet charts will tend to confuse those who use them, the adoption of an interpretation of the term "mark-up" different from that used in the other retail statistics. Goods that cost 60c. and sell for \$1 are in retail statistical parlance said to have a "mark-up" of 40%. In the system of this survey the mark-up would be $66\frac{2}{3}\%$. This latter method might seem a more accurate use of the word "mark-up" except for the fact that this mark-up figure must of necessity be used in comparison with the percentage of the cost of doing business to determine the net profit.

The cost of doing business can only be sensibly figured as a percentage of the total gross sales. If, under the usual method, the gross mark-up is 40% and the cost of doing business is 35%, there is an apparent net profit of 5%. If, under the Dun & Bradstreet method, we have a mark-up of 66% and a cost of doing business of 35%, there seems to be an implied profit of 31% when, of course, no such profit exists. Using the Dun & Bradstreet method, we have, for example, under profitable stores doing business of \$5,000 to \$10,000 a year a total overhead cost of 28.82%, mark-up 71.39%, but net profit of 10.77%. Such figuring is extremely confusing.

Because this is the first survey of its kind made by Dun & Bradstreet and because it may, in its wide distribution, be used as a credit standard for many bookstores, those of the trade who subscribe to the Dun & Bradstreet services should familiarize themselves with the chart because of the possible need of explaining the survey's idiosyncrasies to bankers or backers. That the survey had difficulty in obtaining usable figures from the small number of firms reporting is probable. But the figures have been issued and widely distributed, and, for better or worse, will have their effect on many people's opinions of bookstore profits and losses.

The Last of the Ullsteins

THE LAST OF THE ULLSTEINS has retired from the great Berlin house of Ullstein, and the business will be completely in the hands of the consortium which took over the majority of the voting stock a year ago. The Ullstein family is Jewish, and the government decided to put the control of the enormous influence of the firm into "Aryan" hands. The three remaining members of the family who have now retired are Dr. Franz Ullstein, Carl Ullstein and Dr. Fritz Ross, the business manager.

Odd-Penny Pricing Criticized

ONE OF THE SUBJECTS taken up for debate at the recent conference of the National Retail Dry Goods Association was that of odd-penny prices, and Neil Petree, speaking on the subject, said that the practice had become so common that the consumer had come to take odd-penny prices for granted. The custom, he said, had been overdone in respect to certain articles which he has proved by experiment sell as well or better at even

prices. He argued that just because more handbags had been sold at \$2.95 than at \$3 it did not follow that more dresses could be sold at \$24.75 than at \$25. Mr. Petree said that in his own store, James McCreery & Company, New York, they had felt that odd-penny prices were not as necessary as they had formerly assumed.

Code Covers New Editions in Its Price Provisions

NEW EDITIONS as well as new publications are clearly covered by the price provisions of the Retail Booksellers' Code according to the recent decision of the officials of Division 4 N.R.A. in Washington.

As previously reported in the *Publishers' Weekly* a New York department store had asked for an interpretation of Section 3A of the Code.

The interpretation makes it clear that the phrase "any copy or edition of any book" means the first printing of any new publication or any printing or impression of this book made during a period of protection, which in all cases dates from first publication of the original edition, also reprint editions (construed to be editions published at least 50% less in price than the original) made either by the original publisher or another publisher, and the protection on these books dates from the first publication of the reprint edition; also according to this ruling, any newly prepared or revised edition, that is, books published under a new publication date in a format materially different from any previous edition or in an edition with revisions or with additions to the textual matter.

This interpretation thus supplies the answer to several questions which have been raised:

1. Can a publisher extend the period of price protection by issuing new impressions of a book?

No. There must be a new edition not merely a new impression.

2. Is a "popular copyright" or "reprint" a new edition and thus protected from its own date of publication?

Yes.

3. What are the characteristics of a "new edition?"

There must be changes, revisions or additions to the text matter, or, a material change in the format.

News About the Codes

IT HAS BEEN THOUGHT by some that the administration has been too occupied with the crisis of closing Congress to straighten out the codes under discussion, and the Publishing Codes still lack final approval. As far as is known, the only two questions unsettled were those raised at the hearing of the Trade Publishers' Codes on the use of novels complete in one issue of a magazine and on the adoption of a standard scale of discounts for retailers and jobbers.

Subscription publishers are interested in the general problem that has been raised before the administration as to the basis of payment of door-to-door salesmen. A very large part of subscription selling is done by canvassers who are paid wholly on commission and who work such hours as they may themselves desire. The subscription publishers and other groups using this method of selling say that minimum wages and minimum hours are not practicable for this type of selling, as the manufacturer has no control over the hours or the salesmen's general practice, as is the case in a store. On the other hand, retail merchants selling through established stores claim they should not be asked to maintain a fixed scale of hours and wages unless those who sell by the house-to-house method are required to observe similar scales.

The booksellers have not yet completed their canvass of the Library Committee, it being the responsibility of this Committee to suggest a system of schedules applicable to all selling to libraries, whether publishers, jobbers or booksellers.



A Tobacco Code was signed by the President June 20th which includes a provision for the maintaining of a price set by the manufacturers of cigars.



"We are as good as through with code making," said General Johnson, addressing the National Retail Credit Association last week. "We have now come to a point where we can finally turn to assisting business effectively in the task of administering the codes. Our energies now will be devoted to adjusting and attending to complaints, and to amending agreements until they function as they should."

MUSIC PUBLISHERS and dealers have been studying with interest the features of book-trade codes and are considering adopting principles such as the price maintenance feature of the Booksellers' Code. The National Association of Sheet Music Dealers and the Music Publishers' Association of the United States have been in conference in New York.

The possibility that a great part of the music business actually comes within the Booksellers' Code was suggested by the secretary of the Dealers' Association, who pointed out that music stores sell textbooks and biographies of composers, and much of the music is in bound or collected editions.

The convention agreed that most of the dealers were in agreement as to the need of such a code, the chief opposition coming from one or two firms.

Harcourt Starts Music Department

HARCOURT, BRACE and Company have just announced the establishment of a Music Department, to be devoted to the publication of comprehensive collections of music. Three series of books are being planned under the direction of Albert E. Wier, editor of *The "Whole World" Music Series* (D. Appleton-Century Company) and *The Radio Music Shelf* (Charles Scribner's Sons).

The Master-Music Series was launched this month with the publication of "Pieces for Two Pianos." This is the first anthology of two-piano music which has appeared. It contains forty-eight compositions selected from all periods of music—classic, romantic, and modern. The two volumes, one for each piano, retail for \$7.50, making available to the increasing number of two-piano performers about \$125 worth of music.

The Pianist's Music Shelf, now in active preparation, will be a series of volumes of piano music from the sixteenth century to the present. The first publication, scheduled for July, is "The Days of the Harpsichord, 1540-1720."

Correspondingly, *The Violinist's Music Shelf* will begin with a book to be entitled "The Days of Corelli and Bach," and succeeding volumes will present compositions for the violin, by chronological periods, down to modern times.

Hitler Protects His Book

THE FRENCH COURTS have decided that Chancellor Hitler should be protected from an unauthorized publication of a French translation of his book, "Mein Kampf," and the firm which had pirated the book, Les Nouvelles Editions Latines, was ordered to pay to the plaintiff, Franz Ehr, Hitler's Munich publisher, costs and damages of 1 franc. The court also held that all existing copies must be destroyed and fixed a penalty of 100 francs for every copy sold in the future in violation of this order.

The French publisher had claimed that "Mein Kampf" was not a work of literature but a political document and that the copyright laws therefore did not apply. The court dismissed this contention. They also claimed it was in the public interest that the full unabridged text should be published in French. The court did not hold to this line of reasoning and gave the owner of the copyright full control as to the form in which the book should appear.

Books Go with President Roosevelt

THREE HUNDRED BOOKS have been selected to go with President Roosevelt on his summer fishing cruise on the *Houston*. The library has been installed in the President's three-room suite. The collection includes works on naval subjects and American history, favorite fields of reading for Mr. Roosevelt, and fifty detective stories. The President thus sets a good example for other vacationists and to camps and colleges to extend their available collections of reading matter.

Kreymbourg Loses Copyright Suit

ALFRED KREYMBOURG lost his suit for an injunction and an accounting in connection with the use of three of his poems by Jimmie Durante on stage and radio. A federal judge in a New York court decided that, inasmuch as the poems were not dramatic works nor classifiable as lectures, sermons or addresses, they were not entitled to protection under the copyright law. Mr. Kreymbourg is going to appeal the suit to the Circuit Court.

Cornelia Meigs Wins Newbery Medal

THE JOHN NEWBERY MEDAL for "the most significant contribution to American Literature for Children" was awarded by the Children's Librarians Section of the American Library Association on June 26 to Cornelia Meigs for her "Invincible Louisa: The Story of the Author of 'Little Women'" published by Little, Brown. The Newbery Medal has been given annually since 1921 by Frederic G. Melcher, editor of the *Publishers' Weekly*.

Miss Meigs was born in Rock Island, Ill., and was graduated from Bryn Mawr in 1908 and now is a member of the English department there. Her first book was "The Kingdom of the Winding Road," a collection of short stories (Macmillan). In 1929 her sea story for boys "The Trade Wind" was chosen from nearly 400 manuscripts for a prize of \$2000 given by Little, Brown. Her play, "The Steadfast Princess" (Macmillan), won the Drama League Prize in 1916. In all she has had 21 books published including two plays. Among them "Master Simon's Garden" (Macmillan), "The Pool of Stars" (Macmillan), "The Windy Hill" (Macmillan), "Helga and the White Peacock" (Macmillan), "The New Moon" (Macmillan), "Rain on the Roof" (Macmillan), "As the Crow Flies" (Macmillan), "The Wonderful Locomotive" (Macmillan), "Clearing Weather" (Little, Brown), "The Crooked Apple Tree" (Little, Brown), "The Willow Whistle" (Macmillan), and "Swift Rivers" (Little, Brown).

Other books which were considered for the prize this year were: Caroline Snedeker's "Forgotten Daughter" (Doubleday), Elsie Singmaster's "Swords of Steel" (Houghton), Wanda Gag's "A B C Bunny" (Coward-McCann), Erick Berry's "Winged Girl of Knossos" (Appleton-Century), Sarah L. Schmidt's "New Land" (McBride), Padraic Colum's "Big Tree of Bunlahy" (Macmillan), Agnes Hewes' "Glory of the Seas" (Knopf), and Anne Kyle's "Apprentice of Florence" (Houghton).

The award was made to Miss Meigs by Liri Andrews, chairman of the Children's Librarians Section at Montreal at one of the sessions of the A. L. A. 56th annual conference held this past week in Montreal.

New Radio Series Started

THE EIGHTH SERIES of broadcasts on "You and Your Government" will be presented by the Committee on Civic Education of the National Advisory Council on Radio in Education and the American Political Science Association, in cooperation with the National Municipal League. There will be fourteen programs in the new series titled "A New Deal in Local Government" and they will be broadcast over a nation-wide network of the N.B.C. Company, from June 26th to September 25th, every Tuesday evening from 7.30 to 7.45. Dr. Thomas H. Reed, professor of Political Science at the University of Michigan, will be the chairman and will briefly preface the discussions each week with an introduction of the speakers and their subjects. Copies of individual broadcasts are available for ten cents each or \$1.00 for the entire series at the National Municipal League, 309 East 34th Street, New York City.

Club Publishes New Books

THE UNIVERSITY OF CALIFORNIA now has two book clubs, one a student organization and the other made up from faculty members with a few non-academic residents. The Book Arts Club of the students was organized in 1932 and has already been responsible for an edition of the "Philobiblion of Richard de Bury" which was executed in the printing department of the University of California. This year the club is to publish "Presses of Northern California and Their Books, 1900-1933." The faculty club is called "The Folio Club," and it is supposed, besides monthly dinner meetings, to sponsor public lectures on some aspects of books and book collecting and to hold a public exhibition of books.

New York Bookbinding Guild Visits duPont Plant at Newburgh

MORE THAN FORTY plant executives of New York book binderies—members of the New York Bookbinding Guild—journeyed to Newburgh, N. Y., on Saturday, June 23rd, to examine at first hand the manufacture of pyroxylin coated fabrics, now used so extensively in book bindings. Members of the executive staff of the duPont Fabrikoid Division were on hand to welcome the Guild

representatives and to show them the manufacturing process used in the production of the PX book cloths. The numerous exacting tests to which each step is subjected were shown. There is first an inspection of the raw cotton cloths, then a check against coating defects, then one for pliability, one for color and weight of coating, and others are added apparently as rapidly as human ingenuity can devise them.

The tour of inspection was followed by an excellent luncheon at the Company's Cafeteria and an afternoon of outdoor fun at the estate of L. S. Utley, Manager of the Fabrikoid Sales Promotion Department.

Banquet Marks "Webster" Completion

WHILE 250 GUESTS APPLAUDED Dr. William Allan Neilson, editor-in-chief of the new Webster Dictionary, and Dr. Thomas A. Knott, the general editor, placed in the hands of A. G. Baker and Robert Munroe of G. & C. Merriam Company the first completed copy of the new edition, the crowning event of the banquet at Springfield on June 25 which celebrated the conclusion of ten years of arduous work on the part of the editors and publishers.

The evening was one full of high tribute to the Merriam firm, which for so many years has maintained such high ideals of dictionary publishing, and especially to A. G. Baker, who has over half a century been absorbed in the exacting work involved in issuing dictionaries, who carried the great burden of general editing in the revision of 1909, and who as chairman of the Editorial Board and President of the company has upheld the editors at every point in their arduous task of giving the highest scholarly authority to the revised work.

Among the speakers introduced by Dr. Neilson were Professor Thomas C. Esty of Amherst College, Dr. Albert Bushnell Hart, Professor Emeritus of Harvard, Professor John Livingston Lowes of Harvard, Dr. John H. Finley of the *New York Times*, William C. Hill, Principal of the Central High School, Springfield, Mass., and Frederic G. Melcher.

Dr. Neilson presided with a gavel carved from a tree of the Webster birthplace, and paid high tribute to Mr. Baker and the house of Merriam.

News from Publishers

George W. Stewart, who was recently appointed sales manager of Whittlesey House, has been made its director. . . . Clinton Simpson, who used to be on the staff of the *Retail Bookseller*, has been appointed to the editorial and sales staff. . . . Cyrilly Abels, who was assistant to Guy Holt from last September until his death, is leaving Whittlesey House, June 30. Miss Abels told us recently that Dr. Jacobson's "You Must Relax" had sold to the tune of 10,000 copies in its first eight weeks of publication.



Joseph Wharton Lippincott's "The Wolf King," published here by Penn Publishing Co. and in England by George G. Harrap & Co., is the May adoption of the Junior Book Club of England . . . an achievement for the author of an American juvenile book in England.



The Derrydale Press published "Millions for Defense" on June 8 and it went out of print on June 13. They will not issue a second edition. . . . It is cheering to know that a \$7.50 book can go out of print so rapidly.



John Collier, author of "His Monkey Wife" (Appleton), has signed a contract with Alfred A. Knopf for his future work. Under this contract, "Defy the Foul Fiend" will be published July 30.



Wallis Howe, Jr., is selling for Baker and Taylor.



John Harkness, who has been connected with Putnam Ltd., London, for thirteen years, is now managing the Rare Book Department of W. & G. Foyle in Charing Cross Road.



Dr. Ulrich E. Biel, secretary to one of the partners of the Berlin House of Ullstein, has recently come to America and is at present connected in an editorial capacity with the literary agency of Marion Saunders.



John A. Holden, of the Publishers' Weekly, and Mrs. Holden on the boardwalk at Atlantic City

J. W. Poling, who has been with the Garden City Publishing Co., will be in charge of Doubleday's Crime Club, under the direction of Russell Doubleday and Harry Maule.



With the Authors

Claude G. Bowers, our Ambassador to Spain, is writing a continuation of his "Jefferson and Hamilton" which will carry through the last four years of Hamilton's life and the two administrations of Jefferson. . . . He will probably do a book on the Spanish phase of Washington Irving . . . and a book on Spain.



Branch Cabell's new book, which at present bears the tentative title "Ladies and Gentlemen," will be published by McBride in the fall.



Ethel Boileau, author of "A Gay Family," has a new book, "When Yellow Leaves," which will be published by Dutton in September. . . . It has been a best seller for many weeks in England.



Display of "Rebel Destiny" by Melville and Frances Herskovits (McGraw-Hill) arranged in the window of Chandler's, Evanston, Ill. The display material was brought back by the authors from Dutch Guiana and is now on display at Northwestern University.

Booksellers

The Gotham Book Mart, New York, on June 13, started its fourth season of Dog Star Evenings with a lecture by Samuel Putnam on André Gide . . . to be followed by a series of lectures and plays in its outdoor garden.

* * *

HENRY K. FRIEDLANDER, who was book buyer at Abraham & Straus, has resigned to become buyer for the Stationery Department of Gimbel Bros. The name of the new buyer at Abraham & Straus is Ben Kaplan and the assistant buyer is Annis Hall.

* * *

The new buyer at Stern Bros. Book Department is M. Berger, who succeeds Sarah Kriegal. His assistant is Jeannette Gubin.

* * *

The Hampshire Book Shop prize for the best student's library at Smith College was divided between two students, Louise Doyle of Leominster, Mass., and Frances Keene of Concord, New Hampshire. The libraries are judged from forty-two different library lists submitted. . . . The award was included on the announcements of college awards given out by President Neilson in the

last chapel of the session. President Neilson was an interested and active judge in making the award as was Mary Ellen Chase, Professor of Literature and author of many books. The other two judges were Miss Dodd and Miss Hoffman of the Hampshire Bookshop. . . . President Neilson said he was amazed at the extent and variety of books found in the girls' libraries.

New Shops

Chicago—William Targ is opening a branch shop in Milwaukee, Wisconsin, this week, at 729 W. Wisconsin Avenue. The shop will carry new, old, and rare books.

Changes in Address

New York City—O'Malley's Book Store has moved from 213 Columbus Ave. to 1064 Lexington Ave.

Los Angeles, Cal—James Madison, bookseller, has moved from 465 South Detroit St. to 1376 Sutter Street, San Francisco where he will continue to publish *The Collector's Journal*.

Washington, D. C.—Cornwall's Old Book Shop which was located for a number of years at 227 Pennsylvania Ave., N. W., has moved to 723—11th St., N. W.

Communications

Your Opinions Are Valuable. Write the Publishers' Weekly

THE PURPOSE OF THE VISIT

730 Fifth Avenue,
New York

Editor, Publishers' Weekly:

In your issue of June 16 your make-up man took what I cannot but regard as unfortunate liberties with the copy I supplied you for a brief article on Thomas Mann's American visit. The result was an article in your pages which I should never myself have signed, or asked you to print.

I trust, therefore, that you will do me the courtesy of printing this letter, which will supply to your readers two paragraphs that I regard as absolutely essential.

The following men and women served on the committee under whose auspices the birthday dinner was held:

President Nicholas Murray Butler, Dr. Henry Seidel Canby, Willa Cather, Governor Wilbur L. Cross, Walter Damrosch, John Erskine, Dorothy Canfield Fisher, B. W. Huebsch, Frederic P. Keppel, Thomas W. Lamont, Henry Goddard Leach, Sinclair Lewis, Mrs. William Brown Meloney, Christopher Morley, Carl H. Pforzheimer, Mrs. Ogden Reid, Dr. A. W. S. Rosenbach, Mrs. James N. Rosenberg, Harry Scherman, Dorothy Thompson, Lillian Wald, Felix M. Warburg, William Allen White, Louis Wiley, and Owen D. Young.

Dr. Mann's visit gave me, as his friend and publisher, immense personal pleasure and satisfaction. But Fred Melcher wouldn't be printing the story of the visit here if that were in any sense its purpose. It was designed from the beginning to help booksellers sell Thomas Mann's books—and particularly to call attention in an unusual and effective way to "Joseph and His Brothers." It was expensive—a good deal of space could have been bought, say, in *The Times Book Review* for what the trip cost. But it is my belief that that money could not have been spent in any other way to anything like as good advantage. A great author has had columns in the Metropolitan daily press, hundreds of his readers have come face to face with him for the first time, thousands

have heard his voice over the radio. Translated into sales, what will be the result? Only time will tell, but of some things we may, I think, feel certain: Thomas Mann bulks more than ever as the greatest living European man of letters; his books are great, without benefit of qualification; booksellers will go on selling them as long as they sell any books at all, and their sales will probably increase rather than diminish as time goes on.

ALFRED A. KNOPF

ERICH KÄSTNER

101 Park Ave., New York

June 15, 1934

Editor, Publishers' Weekly:

Dr. Erich Kästner, whose representatives we are in this country, is much alarmed because he has heard that there is a man in this country representing himself as Kästner, and who is giving readings from Kästner's work, particularly Dr. Kästner's juveniles.

I have also learned from Frank Dodd, his publisher, that this man himself called at the Dodd, Mead offices several weeks ago and, to Mr. Dodd's complete surprise, introduced himself to Mr. Dodd as Dr. Kästner.

Dr. Kästner is in Germany and has at the moment no plans whatsoever for coming to America.

We would like these facts known to anyone who might run up against the gentleman.

Bernice Baumgarten
BRANDT & BRANDT

WHERE TO SEND THE ORDERS

333 South Dearborn Street,
Chicago

June 20, 1934

Editor, Publishers' Weekly:

In the past month we have been getting orders from stores all over the country for Christman's "Wild Pasture Pine." We are not the publishers of this book, your records show the author as the publisher.

THE ARGUS BOOK SHOP, INC.

[Order from William Christman, Delanson,
N. Y.]

Market News

One Month from Now—A Forecast

CHALLENGE TO THE NEW DEAL, ed. by Alfred M. Bingham and Selden Rodman. *Falcon Press*, \$3.

HOLY DEADLOCK, by A. P. Herbert. *Doubleday, Doran*, \$2.50.

HITLER OVER EUROPE, by Ernst Henri. *Simon & Schuster*, \$2.

MODERN AMERICAN PROSE, ed. by Carl Van Doren. *Harcourt, Brace*, \$3.

BLUE PLATE SPECIAL, by Damon Runyon. *Stokes*, \$2.

THE HARVESTING, by Irving Bacheller. *Stokes*, \$2.

Aug. 1. Analysis of American economic phenomena in selections from the writings of leading "intellectuals," edited by the editors of *Common Sense*.

Aug. 1. An amusing novel about the difficulties of "decent" divorce in England. Book-of-the-Month Club selection.

Aug. 2. The lowdown on the Nazis.

Aug. 2. An omnibus of significant American prose since 1914. Literary Guild selection for August.

Aug. 3. Short stories, including "Little Miss Marker," the four-star movie hit. Introduction by Walter Winchell.

Aug. 3. A novel of youth and sacrifice in the homely setting of the author's favorite "North country."

Out This Week

AND QUIET FLOWS THE DON, by Mikhail Sholokhov. *Knopf*, \$3.

A long novel about the Don Cossacks, hailed by European critics as the best prose that has come out of Soviet Russia. 7x11 poster and a large ad. program.

BACK TO VIRTUE, BETTY! by Margaret Widemer. *Farrar & Rinehart*, \$2.

A romance dealing with the ways of the "modern younger generation."

BLUE MARIGOLDS, by Helen Topping Miller. *Penn*, \$2.

An impoverished southern girl falls in love with a married man, but all ends happily.

THE COKESBURY STUNT BOOK, comp. by Arthur M. Depew. *Cokesbury Press*, \$1.50.

A companion volume to the successful "Cokesbury Party Book."

FIDDLER'S COIN, by Jane Abbott. *Lippincott*, \$2.

The crop of light summer novels is big this week. This one deals with an engaged couple who decide to separate for a whole year before they are married.

THE HOBOGLIN MURDER, by Kay Cleaver Strahan. *Bobbs-Merrill*, \$2.

A murder mystery in a spooky old house, with an ingenious solution by Miss Lynn MacDonald.

MATADOR, by Marguerite Steen. *Little, Brown*, \$2.50.

A story of glamorous modern Spain, with a background of the bull-fighting arena.

RACHMANINOFF'S RECOLLECTIONS, as told to Oskar von Riesemann. *Macmillan*, \$3.50.

The memoirs of the great pianist and composer.

A SOLDIER IN SCIENCE, by Bailey K. Ashford. *Morrow*, \$3.50.

The autobiography of an army doctor who has had many interesting experiences in far parts of the world, and who has made valuable contributions to medical science.

SUN ON THEIR SHOULDERS, by Elizabeth Eastman. *Morrow*, \$2.50.

A novel portraying the life of Finnish immigrants on Cape Cod and their conflict with the younger, half-Americanized generation, which dislikes the cranberry bogs that mean everything to their elders.

THE WAYS OF WHITE FOLKS, by Langston Hughes. *Knopf*, \$2.50.

Stories of the relations between white and colored people from the Negro point of view.

WITH A RECKLESS PREFACE, by John Howard Lawson. *Farrar & Rinehart*, \$2.50.

The text of two plays condemned by the critics when they were produced in N. Y. last season. In his preface the author defends them.

YEARS ARE SO LONG, by Josephine Lawrence. *Stokes*, \$2.50.

\$3500 has been appropriated for advertising. There are attractive posters, and also postcards for imprint.

Market News

Current Best Sellers

ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3.

LAMB IN HIS BOSOM, by Caroline Miller. *Harper*, \$2.50.

UNFINISHED CATHEDRAL, by T. S. Stribling. *Doubleday, Doran*, \$2.50.

JOSEPH AND HIS BROTHERS, by Thomas Mann. *Knopf*, \$2.50.

PRIVATE WORLDS, by Phyllis Bottome. *Houghton, Mifflin*, \$2.50.

WHILE ROME BURNS, by Alexander Woollcott. *Viking Press*, \$2.75.

NIJINSKY, by Romola Nijinsky. *Simon & Schuster*, \$3.75.

YOU MUST RELAX, by Edmund Jacobson. *Whittlesey House*, \$1.50.

LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House*, \$1.50.

THE LIFE OF OUR LORD, by Charles Dickens. *Simon & Schuster*, \$1.75.

Having completed a year as the leading best seller "Anthony" is well over the 400,000 mark.

N. Y., Atlanta, Chicago and New Orleans report it their fiction leader for the past week in the *Times*.

Selling among the fiction toppers everywhere.

Knopf has a new composite photo offset broadside, 4x2, on the great amount of publicity given to Thomas Mann on his visit here.

The best seller at five Boston stores last week.

N. Y., Washington and New Orleans report it their best seller in non-fiction during the past week.

The leader at four St. Louis stores last week, second in N. Y., according to the *Times*.

Over 10,000 copies were sold in its first eight weeks of publication.

Its steady sale continues everywhere.

Reported in the *Times* by Philadelphia (in second place), Atlanta, Chicago.

Other Bookstore Favorites

THE PROVINCIAL LADY IN AMERICA, by E. M. Delafield. *Harper*, \$2.50.

I, CLAUDIUS, by Robert Graves. *Smith & Haas*, \$3.

RIVER SUPREME, by Alice Tisdale Hobart. *Bobbs-Merrill*, \$2.50.

SOMEBODY MUST, by Alice Grant Rosman. *Minton, Balch*, \$2.

BACHELOR—OF ARTS, by John Erskine. *Bobbs-Merrill*, \$2.50.

ESCAPE FROM THE SOVIETS, by Tatiana Tcher-navin. *Dutton*, \$2.50.

THE SAGA OF THE COMSTOCK LODE, by George D. Lyman. *Scribner*, \$3.50.

THE METHOD OF FREEDOM, by Walter Lippmann. *Macmillan*, \$1.50.

THE WHITE HILLS, by Cornelius Weygandt. *Holt*, \$3.50.

RECOLLECTIONS OF SEVENTY YEARS, by Cardinal O'Connell. *Houghton, Mifflin*, \$3.50.

The best seller in fiction last week at Brentano's, N. Y.

Third printing. Philadelphia's best seller for the second week.

Heads the list of three Washington stores in the *Times*.

McClurg's best fiction seller for the past week.

New Orleans stores list it as a best seller during the past week.

Witkower's in Hartford tell us it was their best seller in non-fiction for the whole month of June.

Perennial best seller in San Francisco, also reported in the *Times* this week by St. Louis stores.

A best seller in Boston and Philadelphia.

The best seller at six Philadelphia stores last week.

Boston's favorite in non-fiction during the past week.

Notice to Control Card Users

THE FOLLOWING Doubleday, Doran publication dates have been changed: "American Song" by Paul Engle from July 3rd to July 25th; "Picture People" by Olga Rosmanith from July 11th to July 25th; "Holy Dead-lock" by A. P. Herbert from July 25th to Aug. 1st.

"Security Analysis" by Benjamin Graham and David L. Dodd (Whittlesey House) will be published in late July instead of August.

The following changes in Farrar & Rinehart publication dates: "The Tavern Rogue" by Robert Gordon Anderson has been postponed from July 12th to Aug. 27; "An Introduction to Sex Education" by Winifred V. Richmond from July 23rd to Oct. 22nd; "The Strangled Witness" by Leslie Ford from July 2nd to July 9th; "Can Prayer Be Answered" by Mary Austin from July 2nd to July 23rd; "The Balliols" by Alec Waugh, originally scheduled for June 15th, then postponed until Fall, will now be published Aug. 6th.

Changes in Price

HENRY HOLT AND COMPANY

Effective immediately, the price of "Psychology" (Third Edition) by Robert S. Woodworth will be \$3.35 instead of \$3.00.

Effective July 1st, the price of the one-volume edition of Stevenson's "Home Book of Verse" will be \$15.00 instead of \$12.50 and that of the two-volume edition \$18.00 instead of \$15.00.

Stolen

A COPY OF Walton's "Compleat Angler," First Major Edition, bound in full green levant, by Bennett, has been stolen. If this book is offered for sale, it will be greatly appreciated if Himebaugh & Browne, Inc., 550 Fifth Ave., N. Y., is notified.

Print Club Organized

THE PRINT CLUB, located at 551 Fifth Ave., is the name of the new organization which will publish new work by Pablo Picasso, George Grossz, Edward Steichen and Henri Matisse. It plans to publish in the future illustrative prints by the outstanding modern artists. The first publication is a portfolio containing six etchings by Picasso, all six signed by him. The edition consists of one hundred and fifty portfolios and is priced

at \$60. each. All six etchings were made by Picasso to illustrate the play "Lysistrata," translated by Gilbert Seldes and distributed by the Limited Editions Club to its members in June.

Leisure League Issues Booklets

THE LEISURE LEAGUE of America is publishing a series of paper-covered books, designed to cover in general the field of leisure activities. Little Book No. 1, the first of the series, is written by Ernest Elmo Calkins under the title of "Care and Feeding of Hobby Horses." It is a general survey of the subject of recreation and hobbies and lists over 700 ways of spending leisure time. There is an introduction by Walter B. Pitkin and a bibliography which includes over 1500 books in 218 classifications compiled by Hugh Brotherton. Other books in the series now in preparation cover a wide range of subjects, each one written by an authority on the particular subject. The books sell for 25c. each and may be obtained by writing to The Leisure League of America, Inc., 30 Rockefeller Plaza, New York City.

Obituary Note

THORNE SMITH

THORNE SMITH, author, died in Florida suddenly from a heart attack on June 21st at the age of 42. Of the thirteen volumes that Thorne Smith wrote, the majority were humorous extravaganzas and had very large followings. His only serious dramatic novel, "Dream's End," had little vogue. It was written shortly after Mr. Smith returned to civil life after serving in the navy during the World War. About that time he also wrote a volume of poems, "Haunts and Byways." While he was in the navy Mr. Smith wrote "Biltmore Oswald" and "Out of Luck," his first attempts at humorous writings. His first success was "Topper Takes a Trip." His humorous books followed in quick succession with ever-mounting sales. "Turnabout" recently went into its fourteenth printing. "The Night Life of the Gods," "Rain in the Doorway" and "Skin and Bones" all had big sales. In the fall, Doubleday, Doran & Co., his publishers, will issue "The Glorious Fool," the manuscript of which he recently sent them.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts
Bi: Biography
Bu: Business

Dr: Drama
Ec: Economics
Fi: Fiction

Hi: History
Ju: Juveniles
Mu: Music

Po: Poetry
Re: Religion
Sc: Science

Sp: Sports
Tr: Travel

Adams, Herbert

Mystery and Minette. 314p. D [c. '34] Phil., Lippincott 2.00
Minette incurred great risks in impersonating Rosemary in the Carter home, but without doing so she would never have met Bill.

Abbott, Jane Ludlow Drake [Mrs. Frank Abbott]

Fiddler's coin. 305p. D [c. '34] Phil., Lippincott 2.00
About a young couple who decided to separate for a year before they married, each to live in a totally new environment.

Abel, Russell W.

Charles W. Abel of Kwato; forty years in dark Papua; introd. by Rev. Charles R. Erdman. 255p. il. map D [c. '34] N. Y., Revell 2.00
The life and work of an Englishman who was a missionary for forty years on the island of Papua off New Guinea.

Adams, Cornele Berrien

National industrial organization (under social control). 181p. S c. Santurce, Porto Rico, Author, Box 3204 1.00; pap., .50
A revised edition of the author's "Social Economy, or the Economics of Social Production" originally published in 1906.

Anonymous

Soft clay. 249p. D [c. '34] Newark, N. J., Authors Pub'n, Inc., 280 Badger Ave. 2.00

Ash, Edward Cecil

Puppies; their choice, care and training. 135p. il. O '34 N. Y., Macmillan 1.50
Practical advice and information on every aspect of selecting, bringing up and training a puppy.

Ashford, Bailey Kelly

A soldier in science; foreword by Gen. M. W. Ireland. 431p. il., map O c. N. Y., Morrow 3.50
The autobiography of an Army doctor who discovered hookworm and contributed much knowledge to the field of tropical medicine.

Fi

Bainsnée, Jules A.

France and the establishment of the American Catholic hierarchy: the myth of French interference (1783-1784). 192p. front. O (Institut Français de Washington, extra v.) '34 Balt., Johns Hopkins Press bds., 2.50

Ballew, Charles, pseud. [Charles Horace Snow]

Fi
The bandit of Paloduro. 291p. D c. N. Y., Morrow 2.00
A notorious bandit from a nearby town helps Mary-Jane straighten out her difficulties with her ranch on the Mexican border.

Beard, William

Government and technology; an outline for engineering students. 606p. (bibl.) il. D '34 N. Y., Macmillan 3.75

Begbie, Joan

Tr
Walking in the New Forest. 271p. il., map D [n. d.] N. Y., Macmillan 2.50
A complete guide for those who wish to explore on foot the one hundred square miles of forest and plain in the southwest part of Hampshire, England.

Bennett, E. W., comp. and tr.

★ Fi
German short stories. 289p. T (World's classics no. 415) '34 N. Y., Oxford .80

Berg, Louis, M.D.

Fi
Prison nurse. 249p. D [c. '34] N. Y., Macaulay 2.00
A novel of the experiences of a nurse in a prison hospital where she fights rackets, graft, politics and crime.

Bernard, James

Dramatic recitals and how to deliver them; a guide to the art of dramatic interpretation. 207p. O '34 N. Y., Pitman 1.50
A guide to the application of the rules set down in the author's previous book "Twenty-four Lessons in Elocution."

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

- Bowlin, William May, comp.** Po
A book of living poems. 158p. il. D [c. '34] [Chic.], A Whitman 75; lea. cl., 1.50; lea., 2.50
An anthology of old and new inspirational poems.
- Brand, Max** Fi
The longhorn feud. 286p. D (Copyright fiction) [c. '32, '33] N. Y., Burt .75
- Broderick, J.**
The economic morals of the Jesuits; an answer to Dr. H. M. Robertson. 158p. O '34 N. Y., Oxford 2.25
- Busch, Henry M.**
Leadership in group work. 311p. (bibls.) D c. N. Y., Ass'n Press 2.25
A theoretical and practical approach to the basic issues underlying group work with children, young people and adults.
- Catlin, George Edward Gordon**
Preface to action. 319p. D '34 N. Y., Macmillan 3.00
Essays by an Englishman on political ideas and changes, intended to provoke thought on our society and its structure.
- Chambers, Robert William** Fi
Whistling Cat. 395p. D (Copyright fiction) [c. '31, '32] N. Y., Burt .75
- Cicero, Marcus Tullius**
Cicero's correspondence; comp. by A. L. Irvine. 292p. S '34 N. Y., Macmillan 1.35
- Clapham, A. W.** Ar
English Romanesque architecture after the Conquest. 196p. il. O '34 N. Y., Oxford 12.00
- Clark, Geoffrey and Thompson, W. Harding**
Surrey landscape. 128p. il. S '34 N. Y., Macmillan 2.00
- Cloud, Marshall Morgan**
Curing our nerves. 206p. O '34 Pasadena, Cal., Pasadena News Syndicate 1.90
- Cornish, Vaughan**
Ocean waves and kindred geophysical phenomena. 180p. il. O '34 N. Y., Macmillan 3.75
- Coster, Geraldine**
Yoga and western psychology; a comparison. 249p. (bibl.) D '34 N. Y., Oxford 2.00
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- Adams, Walter S. and Dunham, Theodore, jr.**
The B band of oxygen in the spectrum of Mars. 9p. il., diagrs. O (Contribs. from Mt. Wilson Observatory, no. 488) '34 Wash., D. C., Carnegie Inst. pap., apply
- Boothby, William T.**
"Cocktail Bill" Boothby's World drinks and how to mix them; rev. ed. 272p. il. D [c. '34] [San Francisco, Boothby's World Drinks Co., 460 4th St.] pap., 1.00
- Boswell, Victor R. and others**
Descriptions of types of principal American varieties of cabbage. 22p. (bibl. footnotes) il. (pt. col.) Q (U. S. Dept. of Agri. misc. pub'n no. 169) '34 Wash., D. C. [Gov't Pr. Off., Sup't of Doc.] pap., .40
- Brown, Harcourt**
Scientific organizations in seventeenth century France (1620-1680). 328p. O (Wm. Wood pub'n) '34 Balt., Williams & Wilkins 3.00
- Brown, William, M.D.**
Psychology and psychotherapy; 3rd ed. 264p. O (Wm. Wood pub'n) '34 Balt., Williams & Wilkins 4.75
- Craig, Elizabeth Josephine [Mrs. Arthur E. Mann]**
Entertaining with Elizabeth Craig. 320p. il. (col.) D ['34] [N. Y., Wm. Collins] 1.50
Hints for easy and successful entertaining, with menus and original recipes included.
- Cullum, Ridgwell** Fi
The watchers of the plains; a tale of the western prairies. 374p. D (Copyright fiction) [c. '09] N. Y., Burt .75
- Cummings, Gertrude McGovern** Fi
From darkness to light. 191p. S c. [Wash., D. C., Author, 1005 L St., N. W.] 1.00
A religious novel.
- De Armond, Fred** Bu
A hand book for route salesmen. 106p. D [c. '34] N. Y., Route Sales Pub'n, 330 W. 42nd St. bds., 1.00
Practical advice for "low-pressure" salesmen.
- Debevoise, Neilson C.**
Parthian pottery from Selencia on the Tigris. 146p. (bibl.) il. Q (Humanistic ser. v. 32) '34 Ann Arbor, Univ. of Mich. Press 3.00
- Dell, Ethel May [Mrs. G. T. Savage]** Fi
Live bait; shorter romances. 300p. D (Copyright fiction) [c. '32] N. Y., Burt .75
- Depew, Arthur M., comp.**
The Cokesbury stunt book. 392p. diagrs. D [c. '34] Nashville, Cokesbury 1.50
Six hundred simple stunts and skits for luncheons, hikes, school, church, and home entertainments.
- East, Roger, pseud. [Roger d'Este Burford]** Fi
Candidate for lilies. 247p. D c. N. Y., Knopf 2.00
Uncle Arnold, old, rich and cruel, planned a humiliating joke on his relatives and unsuspectingly caused his own murder.
- Eastman, Elizabeth** Fi
Sun on their shoulders. 316p. D c. N. Y., Morrow 2.50
A novel of a Finnish family on Cape Cod and the conflict between the older generation which works on the land and the young people who are not satisfied to do so.
- Einzig, Paul**
Economic foundations of Fascism; rev. ed. 172p. D '34 N. Y., Macmillan 3.00
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- Clark, Thomas Curtis**
Abraham Lincoln; thirty poems. 30p. S c. '34 Chic., Flavel Pub. Co., 19 S. La Salle St. pap., .75
- Cochnower, Edith R.**
Synopsis of high school anatomy and physiology. 53p. S [c. '34] Cin., Hughes High School Press pap., .50
- Dittmar, W. R.**
The government of the free state of Bavaria. 161p. (11p. bibl.) D (Inst. of French Studies pub'n) [c. '34] [N. Y., G. L. van Rosbrouck] pap., 1.50
- Eberhart, Noble Murray, M.D.**
Fundamentals of electricity and light, for those engaged in beauty culture practice. 192p. il., diagrs. D [c. '34] Chic., New Medicine Pub. Co., 25 E. Washington St. 3.00
- Eighteenth convention of the Socialist Party of America (The), May 30th-June 3rd, 1934 [contributions by Norman Thomas and others].** 88p. il. Q '34 Chic., Nat'l Socialist Headquarters pap., .25
- Evans, Griffith**
Chronic and familial syphilis. 92p. il. O (Wm. Wood pub'n) '34 Balt., Williams & Wilkins 3.00

Emerson, Ralph Waldo and Clough, Arthur Hugh	An experienced traveler reports Russia as she saw it with much to admire and much to question.
Emerson-Clough letters; ed. by Howard F. Lowry and Ralph Leslie Rusk; lim. ed. 75p. O '34 Cleveland, O., Rowfant Club, 3028 Prospect Ave. priv. subscr.	Harris, Walter Burton Tr East again; the narrative of a journey in the Near, Middle and Far East. 342p. il. O '34 N. Y., Dutton 5.00
Firth, L. E. Bu Testing advertisements; a study of copy testing methods in theory and practice. 294p. (4p. bibl.) diagrs. D c. N. Y., McGraw-Hill 2.50	The author was, for forty-six years, correspondent of the London <i>Times</i> in Morocco.
Fowlkes, John Guy Principles and practices of financial accounting for schools. 256p. (3p. bibl.) il. O '34 Milwaukee, E. M. Hale & Co., 3100 W. Cherry St. 3.50	Hoffmann, Richard Fi The prodigal duke. 312p. D (Copyright fiction) [c. '33] N. Y., Burt .75
Freeman, Frank Samuel Individual differences; the nature and cause of variations in intelligence and special abilities. 366p. (9p. bibl. and bibl. footnotes) diagrs. D [c. '34] N. Y., Holt 2.50	Hogan, Inez Ju Nicodemus and the little black pig. no p. il. (col.) D [c. '34] N. Y., Dutton bds., 1.00 Nicodemus adopts a little black pig. For children from 3 to 8.
For the student of education and psychology. The author is assistant professor of education in Cornell University.	Hogan, Rev. John G. Re Heralds of the King. 192p. D [c. '34] Bost., Stratford 1.50
Gallatin, Albert Eugene Gallatin iconography. 61p. il. O '34 Bost., Merrymount Press 35.00, priv. pr.	An appeal to Catholics to accept the ideals and principles that governed St. Francis, St. Dominic, St. Ignatius, St. Teresa, and others.
Garis, Roy L. Ec Principles of money, credit and banking. 1077p. O '34 N. Y., Macmillan 3.50	Hoke, Travis and X., Dr. Marriage or its equivalent; psychological games about yourself and the person (or persons) you love. 104p. diagr. O c. N. Y., Simon & Schuster bds., 1.50, bxd.
Gilboy, Mrs. Elizabeth Waterman Ec Wages in eighteenth century England. 326p. maps O (Harvard economic studies, 45) '34 Cambridge, Mass., Harvard 3.50	A "parlor-game" based upon character analysis. In the large box in which the book is contained are also extra sets of question-sheets and a large chart.
Goodsell, Willystine History of marriage and the family; rev. ed. 611p. D (Textb'k ser. in educ.) '34 N. Y., Macmillan 3.50	Howard, James W., M.D. Getting acquainted with your children; foreword by Mrs. Franklin D. Roosevelt. 64p. D (Leisure League little b'k no. 3) c. N. Y., Leisure League of America pap., .25
Graves, Ernest Rutherford The American family. 510p. (bibls.) O (Lippincott's family life ser.) [c. '34] Phil., Lippincott 3.00	Hudson, Rev. Cyril Edward, ed. Re Outlines of teaching sermons for a third year. 75p. (bibls.) D ['34] [N. Y., Macmillan] 1.50
Some of the material in a previous book "Social Problems of the Family" has been incorporated in this.	Hughes, Langston Fi The ways of white folks. 248p. D '34, c. '33, '34 N. Y., Knopf 2.50
Griffin, Charles E. Principles of foreign trade; rev. ed. 488p. O '34 N. Y., Macmillan 3.00	Short stories by an American Negro which describe the relations between white and colored people from the Negro point of view.
Guyot, Felix ★ Yoga for the west; tr. by H. Bosman. 192p. D [n. d.] Phil., McKay 1.50	Hulin, Wilbur S. A short history of psychology. 195p. (bibl.) D [c. '34] N. Y., Holt 1.00
A practical adaptation of eastern Yoga to western constitutions.	The development of modern psychology for the beginning student, by an assistant professor of psychology in Princeton University.
Hamilton, Cicely Mary Modern Russia; as seen by an Englishwoman. 252p. il. D ['34] N. Y., Dutton 2.75	Jaeger, Werner Aristotle; fundamentals of the history of his development; tr. [from the German] by Richard Robinson. 410p. O '34 N. Y., Oxford 6.00
Fleischer, Nat How to second and how to manage a boxer; 4th rev. ed. 72p. il., diagrs. O ("Ring" athletic lib., b'k no. 4) [c. '29, '34] [N. Y., Author, 825 8th St.] pap., 1.00	men. 65p. (bibl.) diagrs. O (Archives of psych. no. 165) '34 N. Y. [Archives of Psychology, Columbia Univ.] pap., 1.00
Gilbert, Sir William Schwenck and Sullivan, Arthur Seymour Iolanthe, or, The peer and the peri; including complete text and popular music. 28p. Q (Bass ed. librettos) [n.d.] [B'klyn, N. Y., Bass Publishers] pap., .25	Hertzler, Dr. Arthur E. and Chesky, Dr. Victor E. Surgery of a general practice. 602p. il. O '34 St. Louis, C. V. Mosby 10.00
Hall, O. Milton Attitudes and unemployment; a comparison of the opinions and attitudes of employed and unemployed	Hughes, Babette One egg; a farce in one act. 19p. diagr. D [c. '26, '34] N. Y., S. French pap., .35
	Jackson, Thomas W. Take a joy ride with Thos. W. Jackson to the land of smiles; he has all the good ones; rev. ed. 96p. il. D c. '33, '34 Chic., Thos. W. Jackson Pub. Co., 711 S. Dearborn St. pap., .25

- [Johns, Charles Rowland, ed.]** Our friend the bulldog. 95p. front. S (Our friend the dog ser.) [c. '34] N. Y., Dutton 1.00
- Our friend the bull-terrier. 95p. front. S (Our friend the dog ser.) [c. '34] N. Y., Dutton 1.00
- Our friend the Great Dane. 94p. front. S (Our friend the dog ser.) [c. '34] N. Y., Dutton 1.00
- Joyce, Robert** Ju The stray child. 38p. il. obl. D [c. '34] N. Y., Dutton pap., 1.50 How three little cats brought a stray child home with them. For young readers.
- Ketelby, D. M.** Hi A short history of modern Europe, from 1789 to the present day. 319p. D '34 N. Y., Oxford 1.50
- Klein, Norman** Fi The destroying angel. 307p. D (Copyright fiction) [c. '33] N. Y., Burt .75
- Kneier, Charles Mayard** City government in the United States. 489p. (bibls.) O c. N. Y., Harper 3.00 A textbook for a college course in municipal government.
- Knight, Marjorie** Ju The Japanese garden, or, The four white pebbles. 171p. il. D [c. '34] N. Y., Dutton 2.00 The mysterious and exciting adventures of two children who go to a tea in the miniature Japanese garden on their front porch. For children from 7 to 10.
- La Monte, Francesca R. and Welch, Micaela H.** Ju Vanishing wilderness; foreword by James L. Clark. 351p. il. (pt. col.) O [c. '34] N. Y., Liveright lea. cl., 2.50 Each chapter deals with a different animal, showing the closely interwoven life of man and animals. A Junior Literary Guild selection.
- Lawrence, Josephine** Fi Years are so long; a novel. 309p. D c. N. Y., Stokes 2.50 A novel which presents the universal problem of a child's duty in supporting his parents in their old age.
- Lawson, John Howard** Dr With a reckless preface; two plays; foreword by Harold Clurman. 246p. D [c. '28-'34] N. Y., Farrar & Rinehart 2.50 These plays, "Gentlewoman" and "The Pure in Heart" were produced in New York last season and caused much controversy.
- Lee, E. E.** Re Intermediate B. Y. P. U. manual; rev. ed. 105p. D [c. '34] Nashville, S. S. B'd of So. Bapt. Convention .60; pap., .40
- Kennedy, Charles O'Brien** More in sorrow than in anger; a comedy of very nice people in one act. 23p. diagr. D c. '34 N. Y., S. French pap., .35
- Krueger, Walter W.** Elementary materia medica (including drugs and solutions for students of nursing); 2nd ed., rev. 283p. il. '34 Phil., Saunders 1.75
- Langley, M.** Metal aircraft construction; a review for aeronautical engineers of the modern international practice in metal construction of aircraft; [rev. ed.]. 348p. il., diagrs. O '34 N. Y., Pitman 4.50
- Leopold, W. F.** Ein Sommer in Deutschland. 61p. front. (map)
- Lenoir, Cecil de** Bi The hundredth man; confessions of a drug addict. 288p. O [c. '34] N. Y., Kendall lea. cl., 3.00 A drug addict tells of his search for thrills in the underworlds of New York, London and Paris, and of his four attempts, the fourth successful, to cure himself.
- Licht, Hans, pseud. [Paul Brandt]** Sexual life in ancient Greece. 571p. (bibl. notes) il. O '34 N. Y., Dutton 5.00 Originally published in a more expensive edition by Covici, Friede in 1932.
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FREDERICK M. HOPKINS

A DIARY OF WASHINGTON IRVING's bearing the date of 1803 and describing in detail his frontier expedition from New York to Ogdensburg in this year will be published by the Oxford University Press in the fall. Written when Irving was only twenty years old, it may presumably be called the first diary of our first man of letters. Brief extracts from the diary were published by P. M. Irving, Washington Irving's early biographer, but the diary as a whole, recently located, has never appeared in print. It is a delightful, youthful record, with perhaps some anticipations of Irving's later powers of observation and style, of a journey more than a century and a quarter ago up the Hudson in a sailing vessel, through the wilderness between Albany and Oswegatchie, into Canada. Irving never forgot the experiences which he recounts in this diary, the killing of the deer in the Black River, the struggle of the wagons through the trails of the forest in the midst of a storm, and the encounter with a fugitive from the British garrison at Montreal. Professor Stanley Williams' definitive *Life of Washington Irving* in three volumes will be published by the Oxford University Press volume by volume during the next year.

IN MARCH of this year, there was offered for sale by public auction in London what purported to be an unrecorded edition of the Second Letter of Columbus. It was purchased by Henry Stevens, Son & Stiles and proved to be a forgery. Henry Stevens, in a letter in *The American Book Collector*, says "the reputation of my firm demands the exposure, in print, of the forgery, for the record of its purchase by them being allowed to stand without contradiction, would undoubtedly give provenance to the copy and would also lead to false bibliography." The substance of Mr. Stevens's letter somewhat abbreviated is as follows: "A few hours before the commencement of the sale, my firm

received a cable commission to endeavor to purchase this item provided they were convinced of its authenticity. There was, of course, no time between the receipt of the cable and the beginning of the sale in which to compare it with the British Museum copy of the "Verardus" from the same types of which this unrecorded edition was stated to have been printed, but there was every indication, from the appearance and feel of the type, that the item was genuine, in which view I was supported by expert independent advice. I therefore decided to purchase it if possible and make the necessary investigations during the fourteen days allowed under the terms of sale in which purchases may, if desired, be returned should they prove other than as catalogued. After the purchase of the work, I took it to the British Museum to compare with their "Verardus." I was also fortunate in being able to borrow a second copy of "Verardus," and was thus in the position of having two genuine copies with which to make comparison. A thorough investigation revealed several slight discrepancies between the two genuine copies and the unrecorded one which would be impossible if both editions had been printed from the same original type and wood blocks. These discrepancies proved conclusively that the unrecorded edition was an exceedingly clever reproduction undoubtedly printed from the line blocks obtained by photography from a genuine copy of "Verardus." . . . Upon returning the item to the auctioneers, giving them my reasons for pronouncing it a forgery, they expressed themselves as perfectly in accord with my conclusions."

IN 1897 Paul Leicester Ford compiled a bibliography of "The New England Primer," covering the period before 1800, and listed thirty-five issues, locating about the same number of copies. In 1914 Charles F. Heartman published the first edition of his bibliography of "The New England Primer," list-

ing about 150 issues and locating 140 copies. In 1922 Mr. Heartman published a second edition, listing for the same period 177 variations and locating more than 210 copies. To this number he added nearly 200 issues between 1800 and 1830. Since the publication of his second edition Mr. Heartman has gathered additional information, unpublished, in regard to 80 issues and has located 150 more copies. Mr. Heartman attributes the discovery of new copies of "The New England Primer" and the additional information now available for the bibliographer to the greatly increased interest in children's books that has sent many to their attics searching for new copies. Mr. Heartman is now contemplating a new, or third, edition and will welcome any information from those who think that they have an unrecorded copy of "The New England Primer." Place of printing, publisher's name and date are sufficient for the present. If Mr. Heartman finds that these are not covered by information that he now has he will ask for more information. This of course does not apply to libraries or those who have large collections. They in turn will get proof sheets for the purpose of checking up. Mr. Heartman has spent a great deal of time and money in the publishing of the two editions of his bibliography of "The New England Primer" for which he was never compensated, but he feels that there should be a new edition and he will be grateful for any information that any one can give him.

AS THE PRICES of autographs have advanced the activities of the forger has increased. He has been chiefly interested in statesmen and authors whose autographs bring a high price and are popular with collectors. In recent years such famous men as Napoleon, Washington, Gwinnett, Lincoln and Poe have had a strong fascination for him. And we are quite likely to see more of his infamous work. The expert cataloger or the veteran collector are not likely to be imposed on, and, for this reason, forgeries are not likely to be found in great collections or in the auction room. The young autograph collector cannot be too careful. He had better buy from a dependable dealer, in an auction house that specializes in the handling of literary property, or through a representative that is reliable and experienced. We frequently receive letters from young ambitious collectors, and

when asked this is the kind of advice we give them. In the last season we have had more inquiries of this sort than ever before.

THE SOURCES for the story of John Keats's life as a medical student have long been known but never readily accessible. The succession of his biographers refer to the book of careful lecture-notes in Sir Charles Dilke's collection, and Professor B. I. Evans has shown that this note-book is "the one solid piece of evidence" for the period. Maurice Buxton Forman has now edited the text of these notes from the holograph in the Keats Museum at Hampstead, and the Oxford University has published it under the title John Keats's "Anatomical and Physiological Note Book," making it available for those not likely to have access to Sir William Hale-White's detailed account published nine years ago in "Guy's Hospital Reports." The chief interest in the volume is that it shows Keats as a medical student to have been a diligent and careful worker at his professional studies.

A UNION LIST of newspaper files in the United States and Canada, showing where various publications are to be found, is to be prepared at the Library of Congress under the auspices of the Bibliographical Society of America, with funds contributed by the Rockefeller Foundation. The project will be supervised by a committee consisting of James Thayer Gerould, chairman, Henry Miller Lydenberg and Henry S. Parsons. The list will be arranged alphabetically by state and province, under these by city, and under each city by paper, and will supplement that of Clarence Saunders Brigham of the American Antiquarian Society Library, taking up the record of existing files where Mr. Brigham's ends. Although the primary purpose of the list will be the location of files, bibliographical notes will be added wherever they may have informational value.

AN HISTORICAL EXHIBITION of books, prints and photographs, tracing the development of aeronautics from the untested theories of the Renaissance to modern aerial photography, has been placed on view in the main exhibition room of the New York Public Library, and will be open during regular exhibition hours until October 15th. The books are from the library's files, supplemented by rare items from the collections of William A. M.

Burden, Philip Hofer and Mrs. Bella C. Landauer. The prints, which are a very attractive feature of the exhibition, are from the collection of Mrs. Landauer. The exhibition from the opening day has attracted a large number of interested visitors.

A. EDWARD NEWTON's latest volume of essays, "Derby Days and Other Adventures," will be published September 1st by Little, Brown & Company. A facsimile reproduction, the exact size of the original, of a hitherto unpublished novelette, "A Leaf From an Unopened Volume," in the manuscript of Charlotte Brontë, will accompany the new volume. Newton's new volume will contain sixteen essays, four sportive, six literary and six personal adventures while traveling.

MEMBERS OF the outstanding book publishing clubs of the country have been recently exchanging books so that the members of each club could find opportunity to buy books from the lists of other clubs. This group has included the Grolier Club of New York; the Club of Odd Volumes, Boston; the Caxton Club, Chicago; the Carteret Book Club, Newark; the Book Club of Texas, Dallas; and the Book Club of California, San Francisco. Through this exchange of buying privileges collectors have been enabled to own examples of finely printed editions produced in various parts of the country, and the wider distribution has proved of financial benefit to the clubs themselves.

GEORGE L. HARDING has written for the *Quarterly News-Letter of the Book Club of California* some notes on "The Origin of California's First Printing Press." His findings agree with those of Edward C. Kemble writing in the Sacramento *Union* in 1858 that Boston, not Mexico City, supplied the press and type.

IN SOME OLD NUMBERS of the *New Hampshire Gazette* printed in Portsmouth in the later years of the eighteenth century we find details of a rental library of those days as conducted by one Samuel Larkin. Mr. Larkin asked his subscribers to pay \$2 a quarter, for which they could take out two books at a time. Non-subscribers were required to pay 4c a week for magazines or pamphlets, 8c a week for each duodecimo volume of the size of a common testament or under,

12½c a week for each octavo volume, and 16c a week for each quarto volume.

The announcement went on to state:

"Any book lost, abused, leaves folded, written upon, or torn, must be paid for, and if it belong to a set the whole must be taken and paid for, or reasonable compensation made.

"Any person taking a book on loan and who may afterwards purchase or lose it must not only pay the price of the book but the loan of it up to the time of payment.

"It shall be the endeavor of the proprietor to keep all such books as are interesting or entertaining and such as shall best suit the taste of his readers.

"To the assortment he now has, additions are daily being made and every new publication of merit shall be procured as early as possible, and while he pledges himself that no exertions shall be wanting on his part to make his Library an agreeable repast to the lovers of Literature, he flatters himself he shall meet with suitable encouragement to enable him to continue and increase it, with advantage to himself and satisfaction to his customers."

Apparently the technique of developing the rental library was much the same in the eighteenth century as it is now. From the same newspaper we learn that Mr. Larkin priced his imported books in shillings and pence and American books in dollars.

John Melcher, the printer and editor of the *New Hampshire Gazette*, was also a bookseller, and in one of the advertisements in the paper he announced that he would exchange with other booksellers books which he printed, in sheets, unbound, for other books, a method of distribution and building stock similar to that which grew up in the very earliest days of printing.

That the same bookseller was not averse to taking on side lines is indicated by the following advertisement taken from the *New Hampshire Gazette* of March 24, 1795:

ADVENTURERS ATTEND!

\$10,000 the prize

A few tickets and quarters in the second class

Harvard College lottery

may be had at

Samuel Larkin's

Bookstore Market Street

where the prizes may be had on demand

Books and stationery as usual

A HANDSOME BROCHURE describing the recent exhibit of illuminated books from the Morgan Library has been issued by the New York Public Library with a full description of all the material that was put on display at that time. Charles F. McCombs, in his introduction, points out the rapid increase which has been made in the American ownership of manuscript material in the last forty years. In 1892 the Grolier Society had a display of 137 items, 100 of which were European and the rest Oriental. Only 3 were as early as the thirteenth century, only 1 in the fourteenth century. In contrast, the recent exhibit contained 42 manuscripts of the twelfth century, 58 of the thirteenth and fourteenth centuries, 52 of the fifteenth and sixteenth centuries. This indicates the progress that has been made in one generation in assembling for America a more representative collection of manuscripts. Mr. McCombs recommends among the many books for the student of manuscripts Herbert's "Illuminated Manuscripts," Methuen, 1911, Bradley's "Illuminated Manuscripts," Methuen, 1905, and Middleton's "Illuminated Manuscripts in Classical and Mediaeval Times," Cambridge University Press, 1892.

THE FIRST rare book catalog to bear the imprint of John G. Kidd & Son, Inc., of Cincinnati, successor to Stewart Kidd, has just reached us. This catalog offers a choice and wide selection of Americana with many interesting and rare items. The next catalog will be devoted exclusively to modern English and American first editions in which this bookshop is now specializing.

A BIBLIOGRAPHY of the works of Ralph Hale Mottram, author of "The Spanish Farm," has been compiled by Gilbert Fabes and is uniform with his bibliographies on A. E. Coppard, A. P. Herbert and Charles Morgan. Myers & Co., London, are the publishers.

THE REPORT comes from Hoopeston, Ill., of the discovery of an unusual photograph of Abraham Lincoln, made when he was a young man. The picture is classed as an ambrotype and is produced on glass, with the lights represented in silver and the shades by a dark background. That method of making photographs was used between the time of the daguerreotype, which was pro-

duced on silver, and the time of the ferrotype, or tintype, which was a photograph taken on a thin iron plate. The ambrotype is much rarer than the early kinds of photographs. The discovery was made in a junk shop in Vincennes, Ind.

ONE HUNDRED years ago next month Coleridge died, and in commemoration of this centennial anniversary a memorial volume is almost ready for publication. It will have for its principal feature a series of biographical notes by the late Ernest Hartley Coleridge, and in addition it will contain essays by Professor Edith Morley, J. H. Muirhead, George MacLean Harper, Harold Beeley and Edmund Blunden, the last mentioned of whom is editing the volume in collaboration with Earl Leslie Griggs.

Auction Calendar

SATURDAY MORNING, JULY 7, AT 11:20. Rare Americana, including an assembly of New England primers and children's books. (Items 213.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

Catalogs Received

AMERICANA. (No. 151; Items 514.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

AMERICANA, INCLUDING HISTORICAL LETTERS ON THE BRITISH ATTACK ON THE NORTHWEST 1812-13, SHIPS' LOGS AND RARE KIPLING FIRSTS. (No. 67; Items 152.) William Todd, Mount Carmel, Conn.

ARCHAEOLOGY, ARCHITECTURE, ARMOUR, ART, CERAMICS, PRINTING, ETC. (No. 9; Items 953.) The Bedford Bookshop, 2a Hand Court, High Holborn, London, W. C. 1, England.

AUTOGRAPHS. (List and 810) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

BEAUX LIVRES MODERNES EN BELLES RELIURES, LIVRES ROMANTIQUES, ILLUSTRE EN COULEURS, TOUT PIERRE LOUYS. (Items 173.) Emile Nourry, 62, rue des Ecoles, Ve, Paris, France.

FIRST EDITIONS. (No. 15; Items 86.) F. M. Kjelstrup, 128 Madison Ave., New York City.

FIRST EDITIONS, AUTOGRAPHS OF FAMOUS PEOPLE, COLLECTION OF HITHERTO UNPUBLISHED LETTERS OF GEORGE STERLING, ETC. (No. 135; Items 1141.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

HEBRAICA. (Items 678.) Bamberger & Wahrmann, King George Avenue, Jerusalem.

HISTORY. (No. 572; Items 1314.) Francis Edwards, Ltd., 83 High St., Marylebone, London, W. 1, England.

JUDAICA. (No. 2; Items 786.) Bamberger & Wahrmann, King George Avenue, Jerusalem.

JUVENILES IN LIBRARY BUCKRAM BINDING. H. R. Hunting Co., Springfield, Mass.

LITERATURE, JOURNALISM, PRINTING, ART, BOOKS ABOUT BOOKS, LIBRARIES, AUTHORS, ETC. (No. 164 and 165.) Aurand's Book Store, 925 North Third Street, Harrisburg, Pa.

THE NOVEL, POETRY AND THE DRAMA. (No. 596; Items 617.) Maggs Brothers, 34 Conduit St., New Bond St., London, W., England.

RARE BOOKS, LEGAL, CLASSICAL AND MEDICAL. (No. 1.) H. L. Garland, New Orleans, La.

The Weekly Book Exchange

How to use Books Wanted and Books For Sale

TERMS: Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c. a line, charge for address.

Under "Books for Sale" (not restricted) 15c. a line to subscribers, 20c. to non-subscribers. All other classifications 20c. a line. Bills rendered monthly.



Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin on a separate line except grouped titles by one author. Objection-

able books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.



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BOOKS WANTED

Please send accurate and legible copy. Typed copy saves misprints.

Rose Abrams, "Books By Mail," 1013 E. 13th St., Brooklyn, N. Y.

Horne, R. H. Australian Facts and Prospects.
Bacon. Inside View of Vatican Council. 1872.
Edmund. Buddhist & Christian Gospels. 2 vols.
4th ed. Phila. 1908-09.
Scott. Analytical Investigation of Scriptural Claims of the Devil.
A Sure Guide to Hell. London 1770.
Freytag. Devil in Germany During 16th Century.
Transl. by Hervy. N. Y. 1893.

Advance Music Exch., Bennett Book Studios, 160 E. 56th St., New York

Vocal, piano and full scores of standard operas; full scores and parts of orchestral and chamber music; miniature scores in quantity; standard, classic and romantic piano, violin and vocal music; piano arrangements for 2 pianos or 4 hands one piano of important orchestral works. 1st eds. and manuscripts.

Alcove Book Shop, 816 Broadway, San Diego, Cal.
Angus. Religious Quests.

American Autograph Shop, Ridley Park, Pa.
Autographs. Historical and Literary. Fine single pieces or large collections, also large quantities of autographed material.
Early Am. Imprints.
Americana before 1750.

Amer. Bapt. Pub. Soc., 313 W. 3rd, Los Angeles
Morrison. Who Moved the Stone?

Amer. Dime Novel Ex., 1525 W. 12th St., Brooklyn, N. Y.

Dime, nickel novels; Beadle, Tousey, Munro, others.

American Lib. Service, 1472 B'dway, N. Y. C.
Accounting for Rubber Industry.
Bicycling World—1879-1900; Bearings 1888 to date; Cycle Age and Wheel—all years.
Everything on cycling '80s and '90s, pamphlets, etc.

Carnegie Steel Co. Pocket Companion—23rd ed.
Chapin. Blind Deaf Mutes as Psychics.
Croad, R. C. Service of Suffering.

American Lib. Service—Continued

Delaware Items.
Eddy. Cubist Post Impressionism.
Haines. History of and Prickett Families.
Hoch. Benign Stupors.
Jung. Psychology of Dementia Praecox.
Jackson. Experimental Pharmacology.
Lunn & Knox. Difficulties.
Met. Museum Art. Handbook Pottery. 1875.
Phillips, David Graham. Books by.
Wheeler. North Carolina History.
Williston. Law of Contracts. 5 vols.
Romances of Banking & Business.
Richardson. Beyond the Mississippi.
Staley, Rev. V. Catholic Religion.
Triangulation. Books on.

Antique Book Shop, 1024 W. 7th, Los Angeles
Riker. History of Harlem.
Gilman, D. C. Launching of a University.
James Boys. Any books published. 1822 to 1900.
Whiskeys. Distilling and Blending. All.
Munsey Magazine. Jan., 1929.

Aquin Book Shop, 64 E. Lake St., Chicago, Ill.
Hofmann. The Untamed Wilderness.
Ward, Wilfred. Life of Cardinal Newman.

Architectural Book Pub. Co., 108 W. 46th, N. Y.
Flagg, Ernest. Small Houses.

Archway Book Store, 47 N. 9th St., Phila., Pa.
Elephant God. Gordon Casserly.
When It Was Dark. Guy Thorne.
Atlas of the Stars.
Rare books on the Violin.

Argus Book Shop, 333 S. Dearborn St., Chicago
Tillier. My Uncle Benjamin.
Baldwin, Faith. Signposts.
Mills. From Existence to Life.
Nathan, Robert. Peter Kindred.

Associated Students Store, Berkeley, Calif.
Dunlop. History of Prose Fiction. Revised by Henry Wilson. 2 vols. Gorge Bell & Sons. 1896.

Astor Book Shop, 63 Fourth Ave., New York
Mid-Week Pictorial. Vol. 1, nos. 1, 2, 4, 5 and 6. Will pay \$2.50 for all of these delivered.

Augustana Book Concern, Rock Island, Ill.
Roe. Barriers Burned Away.

*Weekly Book Exchange***Biblion—Continued**

Baker & Taylor Co., 55 Fifth Ave., New York
 Austen. Emma. Georgian ed. D. M.
 Broening, Deve. Appreciation Through Teaching Literature.
 Charteris. White Rider.
 Cooper. Some American Story Tellers.
 Crofts. Inspector French's Greatest Case.
 Cunningham. Rise and Decline of the Free Trade Movement.
 France. The Crime of Sylvestre Bonnard. Uniform Liby. ed. D. M.
 Hart. Ordinance Making Powers of the President of United States.
 Maniates. Amarilly Married.
 Mitchell. Pines of Lory.
 Moorehead. Stone Ornaments.
 Munson. Management of Men.
 Photographs. American Photographic Pub. Co.
 Small. Early New England Schools.
 Stewart. Plato's Doctrine of Ideas.
 Teasdale. Sonnets to Duse.
 Woden. Little Houses.
 Burckhardt. Civilization of the Renaissance in Italy.
 Moffat. Villa in Brittany.
 Muller. God's Stepchildren.
 London Omnibus. Ed. by Van Doren.
 Flint. Memories of an Active Life.
 Taylor. A. B. C. of Physics.
 Tripp. A. B. C. of Chemistry.

Baptist Book Store, 223 W. 1st, Oklahoma City
 Ante Nicene Fathers. Vols. 1-5.
 McClintock and Strong Encyclopedia. Odd vols.

Bargain Book Store, 406 15th, Denver, Colo.
 Wharton. Italian Villas and Their Gardens.
 Mitaine and Croque. Mitaine.

H. C. Barnhart, 35 W. Market St., York, Pa.
 Whitman. No Minor Vices.
 Denschk. The Incredible Yanqui.

Barr Book Shop, 22 W. Orange, Lancaster, Pa.
 Graver. Brother of Third Degree.
 Cassel's Genealogy.
 Ziegler. History of Donegal Church.

Beacon Book Shop, 43 E. 45th St., New York
 Bablik. Galvanizing and Tinning.
 Starrett. Skyscrapers.
 Harada. The Gardens of Japan. Cloth, fine copy.

A. A. Beauchamp, 603 Boylston St., Boston
 Turner. History of the Anglo-Saxons.
 Davidson. The Great Pyramid. Used copy.

Benziger Bros., 12 W. 3rd St., New York
 Rose. Life of St. Ignatius Loyola and Early Jesuits. Catholic Pub. Society.

Stanley O. Bezanson, 1 Court St., Boston, Mass.
 Rogers. The Manual of Coaching.
 Kelly. Early Domestic Architecture of Conn.
 Wilder. What Young People Should Know.
 N. E. Genealogical Register. July, 1864.
 Borden map of Mass. 1844.

Biblion, 8 Park St., Boston, Mass.
 Allen. Sword of Youth. Century.
 Blunt. Elephant. Houghton.
 Brooks. Handbook of Outdoors. Doran.
 Doyle. History of Spiritualism. 2 vols. Doran.
 Hewlett. Richard Yea and Nay.
 Hottes. Little Book of Annuals. De La Mare.
 Hough. Hopi Indians. Torch Press.
 Jessup. Roughing It Smoothly. Putnam.
 Le Gallienne. Retrospective Reviews. 2 vols.
 Linn. Horace Greeley. Appleton.
 Murray. My Contemporaries in Fiction.
 Nevinson. Books and Personalities.

Nowak. Versailles. Brewer.
 Peacock. Poems. Muse Library.
 Scott. Five Weeks. Day.
 Scott, James. Modernism and Romance.
 Sears (Nessmuk). Woodcraft. Forest & Stream.
 Seitz. Horace Greeley. Bobbs; James Gordon Bennett. Bobbs; Joseph Pulitzer.
 Thompson. Briand, Man of Peace. Covici.
 Watterson. Marse Henry. 1-vol. ed.
 Werner. Myths & Legends of China. Pop. ed.
 Whit. Camp and Trail. Doubleday.
 Whittaker. Theory of Optical Instruments. 2nd ed.
 Winkler. William Randolph Hearst. Simon.

Bibliophile, 1830 N. High St., Columbus, O.
 Britten-Brown. Flora of Eastern North America.

Edward T. Biddle, West Chester, Pa.
 Nijinsky. 1st ed. 2nd hand.

Arthur F. Bird, 22, Bedford St., Strand, London, W.C.2, England
 Kleiser. Training for Power and Leadership. Garden City.
 Hough, Emerson. Story of the Outlaw.

Book Art Shop, 110 E. Market St., York, Pa.
 Trees at Night. Art Young.

The Bookery, 1647 Welton St., Denver, Colo.
 The Story of the Outlaw. Hough.
 History of the Cattle Trade. McCoy.
 Concerning Himself. Whitechurch.

Book Exchange, 312 N. Washington, Scranton, Pa.
 George Ade. Classics in Slang.

"The Bookman," 88 Ionia Ave., N.W., Grand Rapids, Mich.
 Muldoon-Carrington. Projection of Astral Body.
 Will Lexington Comfort. Reading copies.
 Our Unseen Guest. Harper. Reading copies.
 Spiridowich. Secret World Govt.
 Betty's Orphans. (Juvenile.) Saalfeld.
 Encyclopaedia Britannica. Handy ed. and latest.
 Jessie Fausset. Chinaberry Tree and Others.
 Mabel. "Old Novel."
 Douglas. Lyndel Sherburne.
 Myer on Revelations.
 Alice Van Loon Carrick. Shades of Our Ancestors.
 Benet. John Brown's Body. Reading copy.
 Julie P. Smith. Courting and Farming.
 Ballantyne. Hudson Bay Company. Reading copy.
 F. Bond. Gate of Remembrance. Cheap.
 Burns Mantle. Best Plays Series. Cheap.
 Kilner. Human Atmosphere.

Book Mark, 212 E. Front St., Plainfield, N. J.
 New Jersey town and family histories.

Book Nook, 1724 Orrington Ave., Evanston, Ill.
 Clay, Bertha M. Beyond Pardon. 2 copies.

Books—Newkirk-Freedman, 79 Wall St., N. Y.
 Conqueror. Malroix.

Bookshop, 113 First Ave., S.W., Rochester, Minn.
 Tour on the Prairies. Washington Irving.
 Solitary Hunter. Sohn Palliser. Inexpensive.
 2nd hand.

Bower's Book Store, Olney, Ill.
 Ed Geer's Experiences with the Trotters.
 Scientific Horse Shoeing. 10th and 11th ed.
 Balancing and Shoeing Trotting Horses. Wm. J. Moore.
 Spencer Borden. Arab Horses.

*Books Wanted—Continued***Bower's Book Store—Continued**

Davenport. Quest of the Arab Horse.
 Jordon. The Gait of the Trotter.
 Every Man His Own Trainer. Feek.
 Wallace. Horse in America.
 Points of the Horse. Hayes.
 Boucat. The Arab Horse, Thoroughbred of Turf.
 The Horse of the Desert. Brown.
 Arabia Deserta. Doughty.
 General Grant's Arabians.
 The Arabian Horse. Tweedie.
 Horse Breeding Recollections. Lehndorff.

Charles L. Bowman & Co., 118 E. 25th St., N.Y.
 Illustrated Africa: North, Tropical and South.
 Boyce.
 New York, An Intimate Guide. W. Brooks.
 Pandora Lifts the Lid. Christopher Morley.
 Salome, the Wandering Jewess. Vierick.

Mercy Boyd's Bookshop, 131 W. Main St., Waterbury, Conn.
 Happy Traveller. Tatchell. Holt.
 Flying Inn. Chesterton. D. M.

Breid's Book Shop, 147 E. 45th St., New York
 Tracy. Round Trip.

Brentano's, 63 E. Washington St., Chicago, Ill.
 Bedford-Jones. This Fiction Business.
 Douglas. Magnificent Obsession. 1st.
 Hichens. Unearthly.
 Hollister. History of Lackawanna Valley.
 Jones. Lyric Diction.
 Leaves from Lipton's Log.
 W. C. Russell. Marooned.
 Anything by Andrew Stevenson.
 Winslow. People Around the Corner.

Brentano's, 586 Fifth Ave., New York
 Academic Gregories.
 Allen. As a Man Thinketh and Through the
 Gate of Good.
 Baerlein. Birth of Yugoslavia.
 Berkeley. Mystery at Lover's Cave; Professor
 on Paws.
 Christian. Eat and Be Well.
 Cobb. Europe Revised.
 Davis. Great Harmonia. 5 vols.
 Diver. Great Amulet.
 Doran. History of Court Fools.
 Du Deffand. Letters (English).
 Engineer's Vest Pocket Book.
 Foujita. Cats. Limited ed.
 Gabriel. Evolution of Long Island.
 Halstead. Operative Study of Goitre.
 Harre. Behold the Woman. 2 copies.
 Harridan. Amelie Amoreuse. In English.
 Hawkins. Mental Limitations of the Expert.
 Henderson. Practical Cooking and Dinner Giving;
 Royal Stuart.
 Hobbs. Model Sailing Boats.
 Hubbard. Message to Garcia.
 Hume. Modern Spain 1788-1898.
 Jacques. Collett's Best Recipes.
 Jenkins. Princess or Another.
 Jesse. Memoirs of the Court of England during
 Reign of the Stuarts.
 King's Historical Memoirs of Pimeria Alta. Trans-
 lated by Bolton.
 Lang. Pickle the Spy.
 Lewes. Biographical History of Philosophy.
 Love Letters of an Unknown Soldier.
 Mackaye. Epoch.
 Marco Visconti.
 Meriwether Genealogy.
 Mueller. My System.

Brentano's—Continued

Mumby. Elizabeth and Mary Stuart.
 O'Connor. Analytical Index to Shakespeare's
 Works.
 Palmer. Newton D. Baker. Ltd. signed ed.
 Parker. Concise Glossary of Architecture.
 Peet. Wyoming.
 Penrose Annual—the Process Year Book. Vol. 36.
 1934.
 Post Genealogy.
 Raith. Five Stuart Princesses.
 Reid, W., compiler. Wealth of Friendship.
 Ricardo. Internal Combustion Engine.
 Richards. Poetry and Science.
 Ryan. Soul of Rafael.
 Savage. Allenby of Armageddon.
 Singh. Spirit of Oriental Poetry.
 Steed. Hapsburg Monarchy.
 Stephens. Log of the Duff.
 Thomas. Life Beyond Death.
 Treynor. Hawk of the Desert. 10 copies.
 Van Loon. Collection of Short Stories. 1-vol. ed.
 Warburton. Life of Prince Rupert.
 Weyman. Wild Geese.
 Zweig. Romain Rolland.

Brentano's, 1322 F St., N.W., Washington, D.C.
 Service. Rough Neck.
 Connett. Triumph of Unarmed Forces.
 Humphries. Campaigns of 1864.
 Ewart. Roots and Causes of the War.
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 Press.
 Outdoor Life. October issue, 1915.

P. J. Kennedy & Sons, 12 Barclay St., New York
 The House of Gold. Bede Jarrett, O.P. Pub.
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Witham, Rose Adelaide ed. English and Scottish popular ballads. Boston. 1905.

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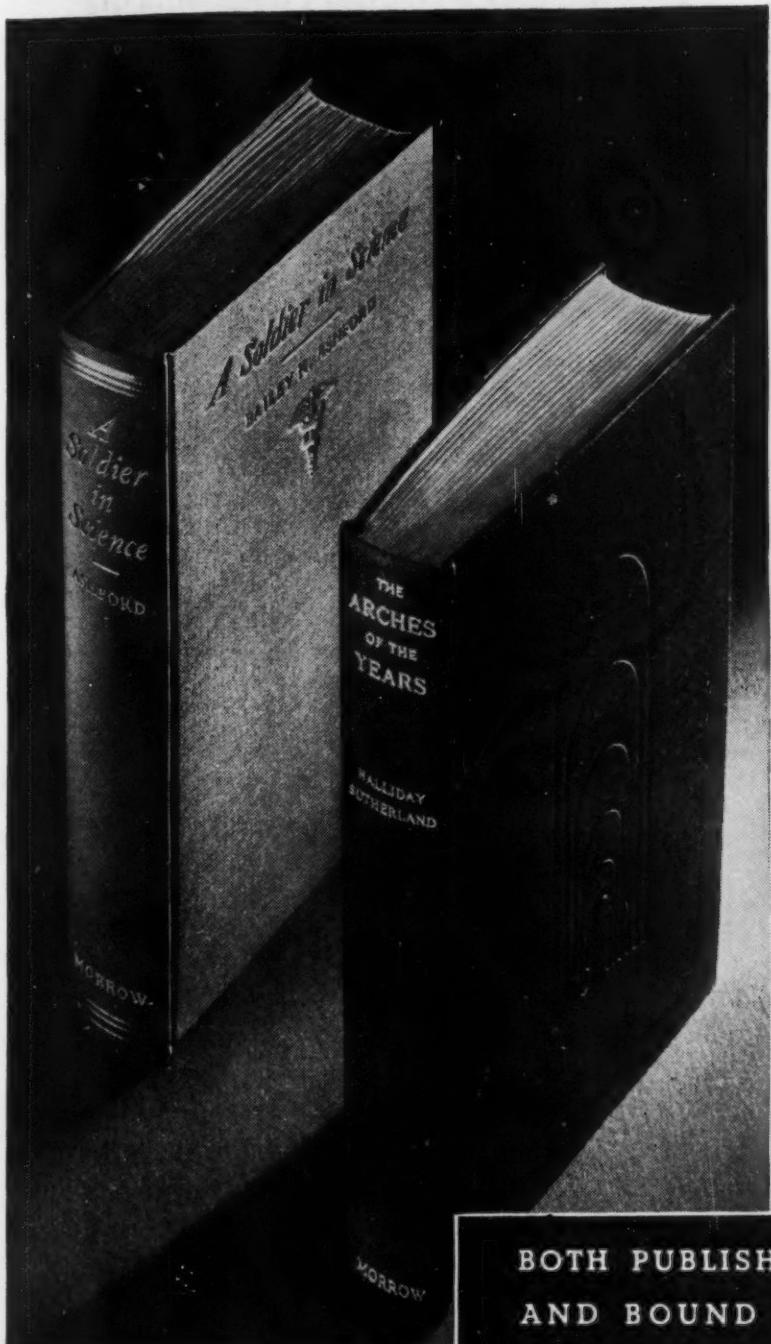
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